

# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Second Year No. 37

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, SEPTEMBER 14, 1928

\$3.00 Per Year, 15 Cents a Copy

### MAN POWER IS NEEDED IN LIVE ORGANIZATION

H. J. Johnson of the Penn Mutual Says Small Agency Is Doomed

### IT MUST BE BUILT UP

Productive Forces Must Be Stimulated and Strengthened by Recruits Brought to the Fold

H. J. Johnson of the Penn Mutual Life in his talk before the Swampscott convention of Penn Mutual agents spoke on "What Man Power Means to Our Organization." He said that man power is the only element that deals with the personal phase of life insurance. He said that the indication today is that the agencies that are to live are those that are indispensable to the insuring public. Mr. Johnson said that the aid that one gives to the man power program might be the thing that keeps one's business in his own hands. Speaking further on this subject he said:

#### Small Agency Is Doomed

"In this day of complex society, big business and the high cost of doing business it appears as if the so-called small or few men agency is doomed, if for no other reason, because of the pressure of cost. The day is not far distant when the so-called small agency is to be passe because of economic pressure. The indication is that the future agency will of necessity be the larger agency unit of well trained life insurance men who can, because of their training, supervision and experience make themselves indispensable to the insuring public. Because of the high type of life insurance selling and service that is rendered and with sufficient volume to make it profitable and practicable to maintain the large agency unit with its special training, opportunities and cooperative effort, this type of development will not be economically possible in the so-called small and few men agencies.

#### Not to Policyholders' Interest

"The other side of the solution is to have the companies sell largely through branch offices or general insurance agencies that carry all kinds of insurance and become department stores in the selling of life insurance. This type of development will not in any way aid your business but rather make you a clerk in an insurance department store and you will be paid accordingly. You may doubt this; if so, look to other branches of insurance. Personally, I don't believe this type of development is for the policyholders' interest.

"Then, too, certain financial institutions would gladly accept the contract to offer life insurance to its people through its clerks. Either because they want the commissions or because they want the prestige or the prospective accounts that

### TENTATIVE PROGRAM OF THE AGENCY SECTION

#### SEVERAL SPEAKERS NAMED

Many Important Addresses Will Be Heard at Coming Meeting of Life Companies' Organization

The American Life Convention has given out the tentative program for the meeting of the agency section to be held Oct. 12, as follows:

"Acquiring Agents," W. T. Grant, President, Business Men's Assurance. Discussion by J. J. Harrison, Vice-President, Home Life of Little Rock, Ark. "Training Agents," Clarence E. Linz, Vice-President Southland Life of Dallas, Texas.

Discussion by E. S. Albritton, Vice-President, Southern States of Atlanta, Ga.; George H. Hunt, Superintendent of Agents, Imperial Life of Toronto, Canada.

"Supervising Agents," W. T. O'Donohue, Vice-President, Jefferson Standard Life of Greensboro, N. C.

Discussion by Walter E. Webb, Vice-President, National Life U. S. A. of Chicago, Ill.; Walter P. Shepard, Vice-President, Lincoln National Life of Fort Wayne, Ind.

"Training Managers," John Marshall Holcombe, Jr., Manager, Sales Research Bureau.

"Selling Process," H. P. Trosper, Vice-President, American Life of Detroit, Mich.

would come as a result of such contacts. It is not my purpose to be pessimistic but primarily to portray the facts as I personally see them.

#### Will Aid in Personal Development

"The man power program will aid in your personal development. Few great producers develop in small organizations. I know there are always the exceptions who prefer to be the large fish in the small pond. It is the man who wants to become the big fish in the large pond that usually becomes the outstanding leader. Look to your leaders in the company or any other and where are the majority found? In the larger and developing agencies. Is that not a proof, an answer and a challenge? It is to your advantage to help your general agent make your agency the largest and the best in the community.

#### Agency Helps Provided

"I am sure we would all prefer to be a member of an agency where it provides educational instruction to help you with difficult technical problems, where it provides you with help in working out your problems on business insurance, taxation, etc. An agency where it has field supervisors to aid you in your field work—where it has an unusual cashier's department equipped to give your policyholders outstanding service, an agency that has a real prospect bureau and the many other helps which are only possible and practicable in the well organized agency with sufficient sales units to make it pay.

May I next attempt to refute the thought that is found with some agents that they do not want too many agents in the field for that would make their field less fertile. Did you ever try pros-

### COMMISSIONERS WILL BE WELL ENTERTAINED

#### PLANS FOR BLACK HILLS

Don C. Lewis of South Dakota Is Arranging for Scenic Trips for Visitors

TERRE, S. D., Sept. 13.—Insurance Commissioner Don C. Lewis has arranged the outing trip for the delegates to the National convention of Insurance Commissioners at Rapid City, and outlines what he will have to show them on the trip.

After several days' visit in the Black Hills, Commissioner Lewis reports that the entertainment to be provided for the convention is rapidly rounding in shape.

On Monday, Sept. 24, the commissioners and guests will make an auto trip into the northern Black Hills. An old fashioned fish fry will be served at Spearfish. In order that a sufficient supply of fish may be on hand for this entertainment Commissioner Read of Oklahoma has consented to turn his fish pound loose the preceding day. A special train has been arranged to take all the party through Spearfish Canyon, one of the scenic trips of the Black Hills. The party will be met by the cars and busses at Lead, and after a short trip through the upper workings and the mills of the Homestake Mine, will return to Rapid City in time for the banquet that evening.

#### Pamunkeys' Ceremonial

Selection was also made of location for the Pamunkeys' ceremonial in Dark Canyon. Although but six miles from Rapid City, this canyon is accessible only by rail. A special train has been arranged to take all of the tribe to the scene. A number of natives in their old time war paint have consented to be present.

A route has been selected for the all-day trip through the Custer State Park on Wednesday. The park authorities are selecting the buffalo and elk that are to be sacrificed. Commissioner Yenter of Iowa will arrive in Rapid City Sept. 21 and has requested the privilege of the first shot at each of these animals.

September weather in the Black Hills is, as a rule, the finest of the year. Those attending the convention, however, should remember that they shall be in the mountains and the nights will be cool with the possibility of cool weather during the day.

pecting and pioneering? It is a hard job because it is the development of something new, something unknown, but when many men explore the same field, it becomes known and a field with less resistance. When you buy an automobile, a new suit, a straw hat, or a cigar, what brand do you buy? Something no one else has ever known, or do you buy that which has the approval of your friends? Why does it have that approval? Partially because it is known. Would it be known if there was only one of its kind?

"I have mentioned how desirable it is to be a member of a progressive agency.

(CONTINUED ON PAGE 24)

### WASHINGTON GETS 1929 ASSOCIATION MEETING

National Body Votes to Meet in Nation's Capital Next Year

### ALTAR NOMINATING PLAN

Big Annual Convention of National Association of Life Underwriters Gets Under Way

DETROIT, MICH., Sept. 13.—The 1929 convention of the National Association of Life Underwriters will be held in Washington, D. C., the executive committee voted unanimously to accept the invitation from Washington extended by E. S. Brashears, general agent for the Union Central Life. Minneapolis announced its candidacy for the 1930 meeting. The time for the meeting was not fixed but will be left to the trustees.

#### New Nominating Plan

A new method for the nominating of candidates for National association officers was adopted to meet complaints that the officers have been selected by an inside clique. An advisory nominating committee of five will be appointed by the president at the mid-year meeting to receive and consider suggestions from any local associations to the nominating committee named at the annual meeting. The by-laws were amended to provide for two additional vice-presidents.

#### McCormack's Resolution

A resolution adopted which is of very timely interest was that proposed by E. J. McCormack of Memphis, general agent of the Minnesota Mutual Life, proposing, in order to preserve the idea of trusteeship among life companies, a joint committee from the National Association of Life Underwriters, Association of Life Insurance Presidents, American Life Convention and Insurance Commissioners Convention to consider cases involving that idea.

Much of the meeting of the executive committee was devoted to considering the question of ways and means for increasing the membership, in view of the decrease of 492 shown for the past year, and the resultant effect on the finances of the association.

#### American College Meets

At a meeting of the directors of the American College of Life Underwriters the membership of the board was increased from 12 to 15. William M. Duff of Pittsburgh was elected to the board to fill an existing vacancy and John M. Holcombe, Jr., was named for one of the new places. The other two are to be filled by the selection of one home office executive and one representative of one of the great universities.

Plans were approved for the estab-

(CONTINUED ON PAGE 25)

## PROGRAM OF ADVERTISING CONFERENCE ANNOUNCED

### ABLE SPEAKERS ARE LISTED

Subjects of Interest to All Insurance Publicists Are Chosen by Those Who Will Be Heard

A complete outline of the program of the Insurance Advertising Conference, Oct. 1-3, has been released for publication by Superintendent of Publicity George E. Crosby of the Aetna Fire group, who is general chairman of the program committee for the Washington, D. C., conference. In anticipation of the formal program, which begins Monday morning, those members and guests of the conference who arrive Sunday will be given an opportunity to attend a special complimentary organ recital between 4:00 and 5:00 p. m. Sunday afternoon and a special get-together dinner and social evening with some unusual and highly attractive features.

Monday morning the general session will convene at 8:30 in the George Washington room of the convention hotel, the Washington. This session will be presided over by President Clifford Elvins of the conference, who will be followed by Program Chairman George E. Crosby, who will present the keynote of the conference, which is: "Telling and Selling—(a) The agent, (b) the public." The first speaker will be W. L. Barnhart, director of development publicity of the National Surety, the title of whose address is "The Most Interesting Subject in the World."

#### Judge Ryon to Speak

Judge O. B. Ryon of Streator, Ill., consulting counsel of the laws committee of the National Board and one of the advisors in the forthcoming public relations campaign of the National Board, will speak on the general subject of the public relations campaign of the National Board.

Judge Ryon will be followed with an address by Roger B. Hull, managing director and general counsel of the National Association of Life Underwriters, whose subject will be "The New Industrial Citizenship."

#### Merle Thorpe Dinner Speaker

The Monday noon luncheon will be presided over by Treasurer Luther B. Little of the conference, who is publicity manager of the Metropolitan Life. The speaker will be Merle Thorpe, editor of "The Nation's Business," who will speak on "What the United States Chamber of Commerce Has Done, Is Now Doing and Has Yet to Do for Insurance." Monday afternoon there will be the sessions of the casualty, fire and life groups.

On Tuesday morning the second general session will convene. John Hall Woods, advertising manager Great Northern Life, will preside at this session, which will open with an address by Second Vice-President James E. Kavanagh of the Metropolitan Life, whose subject will be "Indirect Advertising for Direct Results." The next speaker will be Henry E. Niles, assistant manager, Life Insurance Sales Research Bureau, whose subject is "Public Education." The subject "Insurance and the Newspapers" will be covered by a paper written by Arthur Brisbane. This paper will be read by A. Wilbur Nelson, insurance editor New York "American." The fourth speaker will be J. A. Wright of the General Outdoor Advertising Company, whose subject will be "Outdoor Advertising."

#### Lonknecker to Preside

The Tuesday noon luncheon will be presided over by Vice-President John W. Longnecker of the conference, who is advertising manager of the Hartford Fire. This luncheon will be an occasion of special interest because of un-

## OPPOSITION IS FOUND TO EXTENDING BOUNDS

### DIFFERENCE OF OPINION

Insurance Advertising Conference Has Before It Plan of Expanding Its Membership List

NEW YORK, Sept. 12.—There seems to be considerable difference of opinion among members of the Insurance Advertising Conference as to the desirability of adopting the proposed amendment extending the membership of the conference to allied advertising lines, taking up those that are not directly engaged by insurance companies. A strong coterie of members is opposed to the amendment, desiring that the conference be composed entirely of company representatives engaged in the advertising and publicity end. These men take the position that the Insurance Advertising Conference has a definite function and its membership therefore should not be extended to include those not directly attached to the companies.

usual social features as well as the speaker and his subject. It will be held at the National Press Club, of which Chairman Crosby is a member, and it will be a joint affair sponsored by the Washington Advertising Club, at which, by invitation, representatives of the National Press Club, the Women's Press Club, the Washington Advertising Club, the Life Underwriters Association of Washington, the Insurance Club of Washington and the Fire Underwriters Club of Washington will join with the conference. The speaker will be Edward I. Taylor, vice-president of the Century Indemnity. The subject will be "Claim Service as a Factor in Public Relations."

Announcement of the winners of the "Rough Notes" and Holcombe trophies will be awarded at the joint luncheon Tuesday at the National Press Club by William A. Hart, advertising manager, E. J. Du Pont de Nemours Company, representing the jury of award. The Tuesday afternoon group sessions will be held in the same rooms as on Monday.

Tuesday evening there will be a banquet in the Hall of Nations. The same groups as for the luncheon will join the conference for the banquet. Immediately following the banquet there will be an entertainment especially featuring an original play by Louis F. Parot, general agent, Provident Mutual Life, presented by members of the conference. This will be a burlesque demonstration of insurance selling and advertising methods. The feature of the evening will be an address by David Lawrence, editor of the "United States Daily." Following Mr. Lawrence's address and closing the evening there will be a dance. The banquet will be presided over by President Clifford Elvins.

Wednesday morning will be the annual business meeting, including reports of the officers and election of new officers. The annual meeting will be immediately followed by a meeting of the newly elected executive committee, presided over by the newly elected president. This business meeting closing Wednesday noon will mark the official close of the conference.

#### New Company Under Way

A new life insurance company is being organized in Salt Lake City, Utah. The company will be called the Pacific National Life and headquarters will be in Salt Lake City. It is also stated that the capital will be around the \$2,000,000 mark. The securities commission of Utah has granted a permit to offer \$450,000 worth of the securities for sale.

## INTERNATIONAL LIFE'S EXAMINATION COST GIVEN

### EXPENSE AMOUNTS TO \$18,000

Detrick and Associate Put in \$5,000 Bill—Missouri Department Collects Largest Item

The convention examination of the International Life of St. Louis, which resulted in the discovery that the reserves of the company had been impaired more than \$2,000,000 and that approximately \$3,562,000 in assets were missing, cost the company \$18,083, it has been learned.

Nine states participated in the examination which was conducted by Nelson B. Hadley, chief examiner of life insurance companies for the New York department, and his assistant J. Sachman, who represented the Missouri department in the examination.

The statement of expenses in connection with the examinations shows that a total of \$5,000 was collected by Commissioner Charles R. Detrick of California, who forced the check of the company despite the opposition of the Missouri department. However, the advances made to Detrick included the expenses of Deputy Insurance Commissioner Hall of Montana. Commissioner Detrick spent many weeks in St. Louis before and after the discovery of the tangled affairs of the company that caused it to be reinsured by the Missouri State Life.

The expense account of the Missouri department was \$5,815, the largest single item on the Missouri bill being \$1,282 for Examiner E. G. Magee during the period June 1 to Aug. 29 and including a trip through Illinois in search of bonds belonging to the International Life.

Messrs. Hadley and Sachman collected \$1,337. Hadley's expenses covered the period June 14 to Aug. 2 and from Aug. 8-22. Mr. Sachman's dates were from June 26-Aug. 31.

W. J. Madden, assistant to D. C. Lewis, South Dakota commissioner, collected \$1,102 for expenses from June 5 to Aug. 3, and Commissioner Lewis \$455.

#### Cousins' Item Smallest

The smallest item on the expense bill was a payment of \$125 to Commissioner R. B. Cousins, Jr., of Texas, who did not participate in the main examination, but was called in after the true condition of the company was discovered because of loans made by the Great Southern Life on International Life stock. There was also a payment of \$119 to Martha S. Rubey of Idaho for expenses connected with a trip to Kansas City for a conference concerning the examination of the International Life. Idaho did not participate in the check up because the Missouri department objected to the examiner sent by Idaho.

Other expenses paid in connection with the International examination were \$424 to Commissioner Jesse G. Read of Oklahoma and \$1,289 to F. E. Young of that state; \$851 to Commissioner Ray Yenter of Iowa and his assistants, Ralph Kennon and F. J. Wilbois; \$922 to Commissioner William Baker of Kansas and his assistant, C. B. Bruge, and \$1,065 to Commissioner Sauffey of Kentucky and his examiner, L. T. Thomason. The expenses included traveling, hotel bills, and per diem for examiners.

#### May Require 90 Days

Fraternal reserve associations may require that claims for disabilities or deaths must be filed within 90 days or the claim shall be barred, in the opinion of the Wisconsin attorney general's office, which was asked for information on this by M. A. Freedy, insurance commissioner. The attorney general also held that such associations may also demand that legal action to recover claims not allowed must be commenced within six months.

## OPPOSITION TO HOWELL MAKES LITTLE HEADWAY

### HAS RECIPROCAL INTERESTS

Exercises Great Influence with Insurance Department—Kept in Good with Both Sides

ST. LOUIS, MO., Sept. 12.—Charles M. Howell, lawyer and head of reciprocal insurance interests of Kansas City, was elected by acclamation chairman of Missouri state Democratic committee. He has been an active supporter of Senator Reed for many years. Stock fire insurance interests did not oppose his election.

ST. LOUIS, MO., Sept. 12.—Opposition to the selection of Charles M. Howell of Kansas City, Mo., leader of the reciprocal insurance interests, for chairman of the Missouri Democratic state committee, has made but little headway and he is almost certain to be named to the post.

It was feared in some quarters that stock fire insurance interests would actively oppose Mr. Howell, but no such fight has developed. Mr. Howell's ability as an organizer and executive and his powerful political connections have been factors in causing party leaders to favor him for chairman.

For many years the reciprocal interests under the guiding hand of Howell have taken an active interest in Missouri politics to assure an insurance commissioner friendly to them. How well this campaign has worked out is very apparent. Mr. Howell is about to be named state chairman for the Democrats and at the same time he is given credit for having more real influence with Superintendent Ben C. Hyde, a Republican, than any insurance man in Missouri.

Back in 1921 the late Supreme Judge John Kennish, appearing before a Missouri senate committee, stated that the reciprocals had contributed liberally to both the Democratic and Republican campaign funds with the expectation of being able to control the insurance department regardless of whether a Democratic or Republican administration was in power.

#### Started Fight on Companies

In that year Ben C. Hyde was named superintendent of insurance and his first big official act was to start a fight on stock fire insurance rates that eventually resulted in the Supreme Court sustaining his 10 percent reduction order of October, 1922. That case is still in litigation.

Judge Henry S. Caulfield of St. Louis, the Republican nominee for governor, has been advertised as a man who will fight to retain the \$13,000,000 in fire insurance premiums saved by the Hyde reduction order.

It is said that when Mr. Howell's name was first brought up as a candidate for chairman, Charles M. Hay, nominee for United States Senator, and Francis M. Wilson, Democratic candidate for governor, were disposed to give him no consideration. It was known that Mr. Howell had exercised a strong influence with the insurance department for eight years or so and the department's actions in connection with the International Life scandal was regarded as political dynamite. Mr. Howell had on occasions appeared as counsel for Superintendent Hyde in connection with the International Life case. Mr. Howell has been charged with contributing \$1,000 to Governor Baker's campaign fund in 1924 but he has denied that.

#### Grant New Company Charter

The Republic Mutual Life of Dallas, Tex., was granted a charter last week. The company is organized to write life insurance on the level, legal reserve plan. Incorporators are: Edward Hall, B. F. Biggers, C. M. Reid and others. Mr. Hall is a former Texas commissioner of insurance and banking.



## PENN MUTUAL AGENCY FORCE HEARS PLANS

Swampscott Regional Meeting  
Marks Initial Appearance of  
New Officials

### HUGH D. HART IN CHARGE

New Supervision Plans Will Supple-  
ment Man-Power Program—Over  
400 in Attendance

SWAMPSCOTT, MASS., Sept. 13.—Striking evidence of one year's accomplishments under a revitalized agency building program was on exhibit here last week, when the first of its regional agency conventions of this season was held by the Penn Mutual Life. Over 400 gathered here for a three day session and saw unfolded before them a picture of phenomenal developments of past months and great objectives for the future. With Hugh D. Hart, agency vice-president, in charge, an enthusiastic assembly undertook new plans for the future which promise intensive cultivation of the expansion only recently enjoyed.

#### Outline New Plans

From first to last, the convention gave proof of the congenial blending of the old with the new. Both in the home office and in the field, the old order of things has been made the basis for the new and the entire organization is now going forward with new enthusiasm. At the important general agents' conference, Mr. Hart, together with E. Paul Huttlinger of the company's research bureau and Vincent B. Coffin, educational director, outlined the new supervision plans of the Penn Mutual. These, supplementing the man-power program which has brought the company to the forefront in recent months, give assurance that the Penn Mutual will continue to be heard from during the coming months.

#### Pictures Expansion Program

Last week's convention was opened by Frank M. Kinney, general agent at Springfield, Mass., who introduced Mr. Hart. This was the agency vice-president's first appearance before the Penn Mutual agency conventions. This, of itself, was significant, showing that in less than a year the many developments in this company have all been consummated. Mr. Hart briefly told of his going with the company and welcomed the men to the convention. He gave a brief, but vivid picture of the expansion program of the Penn Mutual, which was enthusiastically received. Mr. Hart introduced Dr. John A. Stevenson, who resigned last month as vice-president of the Equitable Life to become home office general agent for the Penn Mutual. This was Dr. Stevenson's first appearance as a member of the Penn Mutual and a hearty welcome was extended to and by him. Dr. Stevenson also gave one of his forceful sales talks, emphasizing the new order of salesmanship, which demands programming.

#### System Increases Prestige

Holgar J. Johnson, general agent at Pittsburgh and formerly at the home office of the Connecticut Mutual, spoke on the importance of man-power to both general agent and agent, as well as home office. He said that conditions have changed today and, while man was individually conscious yesterday, he is now organization conscious. In the life insurance business this is equally true, the general agency unit being of even greater importance than in the past. He said that man-power development means

## FIDELITY MUTUAL LIFE MEN MEET NEXT WEEK

PROGRAM TO BE EDUCATIONAL

Recreational Variations on Business  
Theme Will Help to Enliven  
Leaders' Club Convention

Members of the Fidelity Leaders' Club of the Fidelity Mutual Life hold their annual convention at Hot Springs, Va., Sept. 17-19. An attractive business and recreational program has been arranged. Walter Le Mar Talbot, president of the company, will open the convention with a message of greeting to the delegates. Karl Collings of Philadelphia, president of the Leaders' Club, will speak on the subject, "Forty-One Years on the Up Grade." The other subject scheduled for the first day is: "The New Low Rate Life Plan." New officers of the Leaders' club will also be installed on Monday.

On Tuesday morning William H. Harrison, vice-president and superintendent of agencies of the Atlantic Life, will address the agents. He will be followed by William B. Lee of Rochester, N. Y., on "Income Settlement Keys." A feature of the Tuesday morning program will be practical sales demonstration. George H. Wilson, general counsel of the Fidelity Mutual, and C. M. Hunsicker of Philadelphia also are on the Tuesday morning program.

Dr. C. A. Vandervoort, assistant medical director, will address the agents in the afternoon. Another sales demonstration will be given at the afternoon session.

Among the speakers at the Wednesday afternoon session will be E. H. Schaeffer of Harrisburg, Pa.; R. Earle Greenlee of Baltimore and Carroll H. Jones of Columbia, S. C. Wednesday morning will be devoted to an outdoor program of athletic events. Awards for these events will be made in the afternoon.

a great deal to the individual agent, as well as to the general agent and company, for it gives better representation,  
(CONTINUED ON PAGE 25)

## FARMERS NATIONAL MAKES GOOD RECORD

ENERGY IN PROMOTION WORK

New Management Is Putting Some  
Real Spirit in the Men in  
the Field

The Farmers National Life of Chicago, in spite of the change in management in the middle of July is making a splendid record. President E. W. Merritt, Jr., and Executive Vice-President D. H. Holt took charge the middle of the month. The change came out of a clear sky, so far as the agency organization was concerned, but July was a better month for the company than was July of 1927. August ran nicely for the company. In a special drive to welcome the new management the agency organization decided that August should be "Merritt Month." Therefore August proved the best August in the company's history. The Farmers National offered liberal cash prizes for the men having the most paid business. Notable among the leaders was A. D. Reider of Sterling, Ill., the company's leading producer for a number of years; O. L. Barngrover of Hamilton, O.; T. W. Robinson, West Palm Beach, Fla., and J. F. Etchison of Alexandria, Ind.

A. O. Hughes, agency director, suffered a return of his illness which caused him to spend the latter part of the winter in Florida and has been forced to take another complete rest. In recognition of Mr. Hughes' splendid work and the affection with which he is held by the organization, the company is providing that during September for each \$1,000 of business written, it will place \$1 in a purse which will be given to Mr. Hughes.

A number of improvements in policies and service to policyholders and agents have been worked out. New juvenile policies are about to be placed on the market. There will be considerable modernizing work done in the company. Massey Wilson was elected chairman of the board at the recent directors meeting.

## VALUABLE PAPERS'ARE READ AT DETROIT MEET

Dr. Huebner, Roger B. Hull, Dr.  
Rockwell and Rabbi Wise Are  
Among Speakers

### SESSIONS EDUCATIONAL

Reports of Progress in Various National  
Association Activities Are  
Presented

DETROIT, Sept. 13.—An outstanding address heard by delegates to the annual convention of the National Association of Life Underwriters here was that made by Dr. S. S. Huebner of the Wharton school of finance and commerce of the University of Pennsylvania, who spoke on "The Value of Life Insurance to the Policyholder Himself." Dr. Huebner's thesis was that insurance protects the policyholder during his lifetime against "his natural weaknesses in the fields of thrift, investment and the scientific arrangement of his economic affairs, just as his 'named' beneficiaries are protected against his inability to stay on earth as long as he would like."

In developing this subject Dr. Huebner showed how life insurance is the financial backbone of living men, giving them a sense of their worth in the world in a degree in which it is given by nothing else, including real possessions. Real possessions are subject to market fluctuations and other economic conditions, and therefore can not give their owner the sense of stability that insurance gives.

#### Rabbi Wise Stresses Health

Rabbi Stephen S. Wise, noted Jewish educator, spoke on insurance as a life-preserver, citing himself as an example of the good the insurance company health services do for policyholders. "Several times in my life," he said, "I have gotten needful warnings about one aspect or another of my physical condition which called for medical counsel or surgical intervention, with the result that today I am an unimprovable and virtually perfect specimen of the insurance homo."

J. Stanley Edwards, predecessor to the late Orville Thorpe of Dallas, Tex., as president of the National association, read a tribute to Mr. Thorpe in which he praised him as a friend and an insurance man who always gave of his best to any cause in which he was interested. "His passing," said Mr. Edwards, "will long be felt not only by his personal friends and associates, but by the life insurance fraternity at large which he so faithfully served."

#### Shuff Gives Chamber Report

John L. Shuff of Cincinnati, home office general agent of the Union Central Life, reported on the work of the chamber of commerce committee of the National association, of which he was chairman. He said that chambers of commerce and insurance membership in them both are increasing. About 275 chambers, the report said, have their cooperative committees working with the National association.

Another notable address was that of Dr. Charles J. Rockwell, director of the Rockwell School of Salesmanship and editor of the "Insurance Salesman," his subject being "Protecting Business Interests Through Life Insurance." Dr. Rockwell is one of the country's leading exponents of business insurance. In his address he showed how life insurance can remove the possibility of the demise of a business following upon and as a

## AETNA LIFE LINEUP AT BOSTON



HENRY K. SCHOCH  
General Agent

Henry K. Schoch, the new general agent of the Aetna Life at Boston, taking charge of eastern Massachusetts, has his offices at 31 Milk street. Arthur P. Shugg, associate general agent, is at 223 Park Square building. Mr. Schoch has been assistant general agent under



ARTHUR P. SHUGG  
Associate General Agent

S. T. Whatley at Chicago. Mr. Shugg has been serving as agency supervisor at Boston. Acting General Agent John N. Adams, who has been in charge of eastern Massachusetts, has now gone to the home office to take up his former duties as agency assistant.

## Beware of Spiders

**B**ACK of a partition where passers-by cannot see him, the loan shark spins his web—and waits. In his show-windows he displays generous-sounding proposals. He says, "We will trust you when nobody else will—if you have a job."

Driven by extravagance or unexpected misfortune, the needy one, when caught, pays a truly terrible price.

The loan shark knows that many of his victims will be unable to pay on the appointed date. He, therefore, extends the time but increases the amount of the loan. Month by month it grows till it crushes. The loan shark's favorite lash on the unhappy victim is "Pay—pay more—or I will expose you. Pay or I will make you lose your job." Sadly enough, sometimes his threat is carried out and the job is lost.

The man past middle age who has never saved a cent can hope perhaps for but little more than continuing health and steady employment, but younger men and women can and should plan complete financial independence for themselves in their later years of life.

A booklet prepared by the Metropolitan will be of assistance in showing how to save, and thereby avoid the loan shark's web. It will be sent free and without obligation on your part. Address Booklet Department, Metropolitan Life Insurance Company, Number One, Madison Avenue, New York City, and ask for Booklet 9 NU 8.



HALEY FISKE, President.

The Uniform Small Loan Law drafted by the Russell Sage Foundation, is in use in twenty-three States and has done much to better commercial money lending conditions in those States.

This Foundation has also assisted in the development of credit unions which are mu-

tual loan and thrift associations.

The Department of Remedial Loan offers its assistance in organizing credit unions and remedial loan associations or in advising loan shark victims. Address Russell Sage Foundation, 130 East 22nd Street, New York, N. Y.

## METROPOLITAN LIFE INSURANCE COMPANY NEW YORK

*Biggest in the World, More Assets, More Policyholders, More Insurance in Force, More New Insurance Each Year*



result of the death of a head or one of the heads of a business.

### Hull Praises Field Men

Roger B. Hull, managing director and general counsel of the National association, spoke on "The New Industrial Citizenship." His keynote, sounded early in his address, was: "America is going to give the world its next bill of rights, and it is going to come from big business. The thousands of life underwriters in this country are going to make a very substantial contribution to the formulation of that creed."

At a later session than the one at which he first spoke, Dr. Huebner gave a report on the progress of the American College of Life Underwriters, in which he recorded for the institution a laudable, if brief, past and predicted a great future. He said the college gives life insurance selling a professional status that it has long deserved.

### NOVEL COURSE ANNOUNCED

**Will Cover Fiduciary Trusteeship in Relation to Life Insurance—Banks Will Cooperate**

PHILADELPHIA, PA., Sept. 12.—For the first time in the history of banking and life insurance, these two great institutions will join forces in the development of a course of construction covering fiduciary trusteeship in its relation to life insurance, according to an announcement made by E. J. Berlet, director of activities of the life trust round table following the September meeting of the table today.

#### Explains Course

"The course," said Mr. Berlet, "has been developed by a committee of bankers, life underwriters and educators because of a growing feeling that those interested in the selling of insurance and giving insurance advice, on the one hand, and those interested in the development of trust service, on the other, would be materially aided in their work not only by an exchange of views but also by an acquisition of knowledge of the others activities in a more or less technical sense."

The course which will start Oct. 10, will deal in part with elementary and well known principles and with the more academic phases of the questions involved.

#### Members of Faculty

The members of the faculty will be Dr. S. S. Huebner; Robert Mayer, assistant trust officer Provident Trust, under whose direction course will be given; Robert Dechert, vice president Penn Mutual Life; Owen J. Roberts, Andrew J. Davis, vice-president Provident Mutual Life; Frank G. Sayre, vice president Pennsylvania Company; W. C. Tuttle, investment officer, Girard Trust; C. Alison Scully, vice-president, National Bank of Commerce of New York; Frank L. Jones, vice-president, Equitable Life of New York.

#### Committee in Charge

The committee in charge of the course consists of Joseph H. Reese, Equitable Life of Iowa; William B. Bullock, trust officer, Provident Trust; J. W. Clegg, Penn Mutual Life; Stanley W. Cousley, assistant vice-president, Fidelity-Philadelphia Trust, and Paul R. Renn, trust officer, Union Bank and Trust.

#### Farm and City Mortgages

During the first eight months the John Hancock Mutual Life, through its Committee of Finance, accepted mortgage loans totaling \$31,079,424.63 to yield 5.54 percent interest. Of this total amount, \$12,077,541.63 was on 1,690 farms yielding 5.24 percent; and \$19,001,883.00 on 1,283 city properties, including 1,035 dwelling houses and 219 apartment buildings, housing in all 4,688 families. The interest yield on city loans is 5.74 percent.

## PROGRAMMING ADVOCATED BY JOHN A. STEVENSON

### STRESSES POLICY PURPOSE

**Speaker Makes Initial Appearance Before Penn Mutual Agents at Swampscott Regional Meeting**

SWAMPSCOTT, MASS., Sept. 13.—In his first appearance as a Penn Mutual man, speaking before that company's regional convention here last week, Dr. John A. Stevenson, who resigned last month as vice-president of the Equitable Life, to become home office general agent of the Penn Mutual, urged the agents to recognize that there is a new era in the distribution of life insurance, which calls for new selling methods. Prefacing his talk with a word of greeting to his new associates, he spoke chiefly of "programming" as effectively applied today.

#### Stresses Purpose of Contract

Dr. Stevenson said that people are no longer buying policies. They are buying life insurance to serve the most fundamental needs of their life program. Thus, the logical approach is not in connection with the policy or the cost, but the purpose for which the contract is needed. He said that he believed the agent could do well to overlook entirely the cost item and the policy idea, rather searching for program needs and selling a contract as all or part of this desired program. He pointed out that the idea is not many years old, being first developed intensively in 1920, yet it has already entered upon a second phase. At first the agents gave much time to elaborate analysis and programs, losing actual field time in order to present long abstracts and cumbersome statistics. These, Dr. Stevenson believes, can and now are being dispensed with, to the advantage of increased field work and increased production.

#### Difficult to Sell Ideal

It was his idea that knowledge of the needs and a simple, verbal presentation of them would be more effective than any statistical summary that could be made. Everything is speeded up today and the agent must redouble his actual field efforts, eliminating much of the unnecessary laboratory work at first felt necessary. One reason is that such an elaborate analysis presents the "ideal program." But this, Mr. Stevenson said, can seldom, if ever, be sold. The only ones able to pay for an "ideal program" are those so rich that life insurance is only incidental and thus even they are not good prospects.

On the other hand, there are two other types of programs, the "initial" and the "working" program. Dr. Stevenson said that every agent should begin with the first and then proceed with the second, adding as needs are found and means are available. This usually requires no elaborate approach. Some basic need is evident. This is first protected. Then others are added until a working program is effected. It is important to begin small and develop later, for that establishes the buying habit and prepares the prospect for further sales.

#### Sell Part of Program

The entire program can be discussed and worked out, but not used as the sales objective in the immediate interview. Dr. Stevenson suggested that the first policy be sold as a part of the program, however, for it is evidence that the prospect has availed himself of the first portion of a definite program, which will be carried out as opportunity offers. He said that it is far more valuable to have a \$5,000 policy sold as one-fourth of a \$20,000 program than merely as a \$5,000 contract. In the latter case, it means nothing. In the former, it means that a definite financial program is under way and the agent is to be guide for its future welfare.



## DISTRICT COURT ACTS IN INTERNATIONAL CASE

**Conway Elder Is Appointed Special Master Under Receiverships for Two Companies**

### TO HANDLE ALL CLAIMS

**Roy C. Toombs, President of Defunct Carrier, Is Still at Large, Presumably in Illinois**

United States District Judge Albert L. Reeves of Kansas City, Mo., has appointed Conway Elder, former Judge of the Missouri Supreme Court, as special master under the receiverships of the International Life and the International Company of St. Louis, holding corporation that controlled the life company.

Judge Reeves has directed the receivers, Massey Wilson, former president of the International Life, and Ben C. Hyde, Missouri superintendent, to file monthly reports with the clerk of the United States District Court of the financial affairs of the two companies, detailing source of revenue, expenditures, etc. These reports are to be filed within 45 days after the end of each month.

#### Elder to Referee Claims

Mr. Elder as special master shall be referee in all claims and legal matters affecting the receiverships and all petitions and demands against the receivers filed with the District Court will go before him. Sept. 1, 1929, has been set as the time limit for presenting claims against the International Life or the holding company.

Exceptions to the monthly reports of the receivers must be filed within 30 days of the filing of such report. Exceptions will be heard by Master Elder.

Although Governor Small of Illinois on Aug. 21 ordered the arrest and return to Missouri of Roy C. Toombs, president of the International Life, who is charged with withdrawing \$3,562,000 from the company and failing to account for same, Toombs has never been arrested under warrants charging him with grand larceny and over-issuing stock certificates with fraudulent intent. Circuit Attorney Howard Sidener of St. Louis went to Chicago Aug. 31 with the announced intention of getting Toombs, but he has compromised and gone on a fishing trip to Wisconsin.

#### Will Cancel Contracts

Permission to cancel all agency contracts of the defunct International Life has been granted by United States District Judge Davis of St. Louis to Receivers Wilson and Hyde.

The hearing under the ancillary receivership of the Toombs & Daily Company set for Sept. 5 before Referee in Bankruptcy Coles of St. Louis has been continued to Sept. 26, when witnesses originally summoned for Sept. 5 will be heard. The receivers for the Chicago investment house hope to obtain data concerning any assets of Toombs & Daily Company that may be in the possession of the International Life and also to ascertain the correct condition of the International Life and the International Company prior to June, 1927, when Toombs paid \$3,101,000 for the 2,000 shares of common stock in the holding company, which at that time owned 23,624 shares of stock in the International Life. This investigation may pave the way for a civil suit against former owners of the International Life for return of the funds paid by Toombs.

While the Missouri department has been roundly scored by the St. Louis

## LIFE OFFICE MANAGEMENT ASSOCIATION ANNOUNCES CONVENTION PROGRAM

The annual meeting of the Life Office Management Association will be held at the Drake hotel in Chicago Sept. 27-29. The program has been arranged by the officers as follows:

#### Thursday Morning, September 27

Presidential address by President E. E. Reid, general manager, London Life, London, Ontario.

Address—"The Training and Control of Office Correspondents," by Dr. F. W. Dignan, LaSalle Extension University.

Committee Report—"Home Office Expenses." Chairman, F. B. Mead, vice president Lincoln National Life.

#### Thursday Afternoon

Address—"Impairment Filing and the Russell Soundex System," by A. A. Rydgren, vice president and actuary, Continental American Life.

Discussional Conferences—"Home Office Expenses." Chairman, W. D. Holt, assistant manager, records department, Provident Mutual. J. C. Cameron, vice president and actuary, Great Southern Life. R. M. Clark, Phoenix Mutual. James Scott, comptroller, Missouri State. "Russell Soundex System vs. Straight Alphabetical Filing as Applied to M. I. B." Chairman, Harold F. Larkin, vice president, Connecticut Mutual. Charles E. Johnson, assistant secretary, Phoenix Mutual. Charles R. Dent, secretary, Confederation Life.

Thursday evening—Informal banquet.

#### Friday Morning, September 28

Address—"Some Recent Developments in the Field of Office Appliances," by Norman O. Mick, business manager, System Co.

Address—"Standardization of Forms Used by Life Insurance Companies," by R. N. Fellows, general sales manager, Addressograph Co.

Committee Report—"Home Office Mechanical Appliances." Chairman, W. P. Barber, Jr., Associate Actuary, Connecticut Mutual.

Committee Report—"Home Office Buildings." Chairman, L. C. Ashton, secretary and treasurer, Provident Mutual.

#### Friday Afternoon

Business Session.

Committee Report—"Home Office Or-

ganizations." Chairman, F. L. Rowland, Lincoln National Life.

Discussional Conferences—"Home Office Mechanical Appliances." Chairman, Henry Holt, assistant actuary, National Life of Vermont. M. D. Johnson, chief accountant, Lincoln National. D. N. Warters, assistant actuary, Bankers Life. J. A. Clague, chief accountant, Sun Life of Canada.

"Home Office Buildings." Chairman, C. M. Taylor, assistant secretary, Provident Mutual. E. J. Stoker, office manager, Pilot Life. R. F. Tull, secretary, Fidelity Mutual Life.

"Home Office Organizations." Chairman, Ben V. Lacy, vice president, Protective Life. H. H. Allen, secretary, Mutual Benefit. H. E. Moore, Jr., vice president, Pacific Mutual.

#### Saturday Morning, September 29

Committee Report—"Equipment Standardization." Chairman B. J. Perry, vice president, Massachusetts Mutual Life.

Committee Report—"Selection, Development, and Remuneration of Home Office Employees." Chairman, Dr. Henry W. Cook, vice president and Medical Director, Northwestern National.

Discussional Conferences—"Selection, Development, and Remuneration of Home Office Employees." Chairman, R. H. Rhoades, Metropolitan Life, "Remuneration—Unit Bonus Plan." Miss Marion Bills, Aetna Life, "Remuneration—Individual Bonus Plan." H. C. Pennington, American Central Life, "Development of Employees."

"Equipment Standardization." Chairman, G. A. Drieu, assistant secretary, Connecticut General Life. O. G. Sherman, Metropolitan Life. H. R. Pierce, assistant secretary, National Life.

#### Program Committee

The program committee consists of E. E. Reid, London Life; R. F. Tull, Fidelity Mutual Life; Dr. Henry W. Cook, Northwestern National Life; Franklin B. Mead, Lincoln National Life; W. F. Dobbins, Metropolitan Life; H. E. Moore, Pacific Mutual Life; A. A. Rydgren, Continental American Life; B. J. Perry, Massachusetts Mutual; J. C. Hatfield, Union Central and F. L. Rowland, Lincoln National.

## OCCIDENTAL LIFE ENTERS ALBERTA, SASKATCHEWAN

The Occidental Life of Los Angeles has been licensed in the provinces of Alberta and Saskatchewan. The company takes over the business of the Western Mutual Life of Los Angeles in Alberta, as it recently reinsured the company.

press for its failure to act regarding the International Life, although for several years commissioners and insurance examiners of other states had questioned the solvency of the company, Governor Sam Baker has failed to take any action whatsoever.

#### Situation "Astounding"

The situation at Jefferson City is called the most astounding that has ever prevailed in any state insurance department anywhere at any time. Ben C. Hyde, superintendent, was stricken with apoplexy many months ago and is utterly incapable at this time of performing the duties of his office. In addition there is said to be considerable friction between his chief deputies. The result is that the Missouri department is without either a real head or a definite policy.

W. G. Darst, secretary of the International Life, on Sept. 5, pleaded not guilty to a charge of procuring the signing of a stock certificate of the company with the intent to over-issue stock fraudulently. His preliminary hearing on the charge was set for Sept. 14 by Judge Gayer of the Court of Criminal Correction.

## ACCIDENT AND HEALTH MEET CONSTRUCTIVE

**Watson W. Powell of Southern Surety Is Elected President of Organization**

### BARNES VICE-PRESIDENT

**Harold Jackson, Dr. H. W. Dingman and D. C. MacEwen Contribute Valuable Papers**

#### NEW OFFICERS ELECTED

**President**—Watson W. Powell, Southern Surety.

**First Vice-President**—Frank L. Barnes, Sentinel Life.

**Second Vice-President**—E. C. Bowby, Fidelity Health & Accident.

**Chairman Executive Committee**—J. W. Scherr, Inter-Ocean Casualty.

**Secretary**—C. W. McNeill, Massachusetts Accident.

**Executive Committee—New Members:** J. W. Scherr, Inter-Ocean Casualty; E. J. Faulkner, Woodmen Accident; H. G. Royer, Great Northern Life (reelected); T. Leigh Thompson, National Life & Accident (reelected). **Holdovers:** W. T. Grant, Business Men's Assurance; S. C. Carroll, Mutual Benefit Health & Accident; H. H. Shomo, American Casualty; Dr. J. R. Neal, Abraham Lincoln Life; Ben Haughton, International Travelers Assurance.

Hereafter the Health & Accident Underwriters Conference will meet but once a year, decision to this effect having been taken at the mid-year meeting in Chicago last Thursday and Friday. The question whether one or two meetings should be held each year has been under discussion in the conference for a year and a half, but the action taken this year settles it.

In electing its officers for the new year the conference broke a precedent by placing J. W. Scherr of the Inter-Ocean Casualty in the chairmanship of the executive committee. C. O. Pauley of the Great Northern Life, chairman of the nominating committee, explained the committee's reason for its action thusly: Last year T. Leigh Thompson of the National Life & Accident was eligible for advancement to the presidency, as he had served the year as chairman of the executive committee to the time of the Toronto meeting. However, he was unable to attend that meeting because of the death of his wife, and he asked that his name be not presented for any office. The organization still hopes, however, to place Mr. Thompson in the president's chair, probably next year. Mr. Scherr is serving as executive committee chairman following his serving as president, instead of preceding his holding that office.

#### President Well Known in Field

Watson W. Powell, the new president, is vice-president of the Southern Surety and head of the company's accident and health department. He has been in the accident and health line since he began his insurance career, in the accident department of the Missouri State Life in 1910.

Two other important decisions were reached at last week's meeting, one to give the manual committee authority to revise the conference manual, using its own discretion as to what revisions shall be made; the other providing for the creation of a public relations committee in accordance with recommendations made in the public relations survey made by the Insurance Advertising Conference.

Most of those attending the meeting

## AMERICAN CENTRAL VENTURE PROVES SALES STIMULANT

Probably no single sales stimulation venture which the home office of the American Central Life ever inaugurated has met with the lasting success and general popularity of the present "C-W-P Campaign," embodying an effort on the part of every representative to maintain consecutive weekly production throughout 1928. The project has been stressed continuously by the company since Jan. 1, and, to augment the interest, prizes are being awarded for consecutive weekly production over periods of 13, 26, 39 and 52 weeks.

Praise from the fieldmen, themselves, and recognition of the monetary value of the "production habit" are daily evidenced by enthusiastic letters which reach the home office in commendation of the spirit of "C-W-P." The summer months—ordinarily dreaded as an interval of lessened production and spasmodic effort—have this year been replete with activity. A part of the unusual summer volume may likewise be attributed to a unique arrangement whereby "American Central Girls" also took part in the "C-W-P" campaign during July, August and September, winning prizes for themselves by means of their cooperation with the agents by whom they were nominated as "boosters."

#### President Visits West

TORONTO, CAN., Sept. 13.—J. B. Hall president of the Life Underwriters' Association of Canada, is in western Canada visiting branches of the association there.

## NYLIC INCENTIVES and AIDS TO SUCCESS

## Pioneering

Progress always requires pioneering. Someone must take the first steps, must lead in the exploring of new fields, must "go before and remove obstacles for those who follow."

In order to fulfill its obligation to humanity, life insurance must seek new ways of service, in addition to extending the old. And so it must have pioneers. The New York Life has always recognized this obligation.

Many years ago this Company undertook to pioneer in the field of sub-standard risks.

After a long and intensive study of declined cases, it found that special rates could be calculated, permitting, with safety, the acceptance of many risks which previously had been rejected.

On July 1, 1896, the Company issued its first sub-standard policy. Since then, the writing of insurance on impaired lives has been a part of the New York Life's regular service to the public, and has gradually been adopted by a majority of the larger companies.

To-day, Nylc Agents are enabled to obtain insurance for approximately three out of every five clients who otherwise would be declined.



New Home Office Building now being erected on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, President

346 BROADWAY, NEW YORK

agreed that it was one of the most constructive in the organization's history. Outstandingly able talks were made by D. C. MacEwen, Pacific Mutual Life; Dr. H. W. Dingman, Continental Casualty; Harold Jackson, William H. McGee & Co.; James L. Rainey, Missouri State Life.

Mr. Jackson's address on the accident angle of aviation was meaty and was especially apt in view of the fact that many companies are assuming the aviation hazard without extra charge. Mr. Jackson's address was preceded by a report on a survey made by Harold R. Gordon, executive secretary of the conference, which showed that a number of companies are issuing the air-travel rider without extra charge. Mr. Jackson pointed out the great differences in planes, pilots and flying conditions and suggested that greater care be taken in writing accident insurance on plane passengers, since one plane may present few hazards and another, seemingly identical, may present great hazards.

#### Redrafted Rider Suggested

E. J. Faulkner of the Woodmen Accident suggested that the air-travel rider be redrafted with a view to greater safety for the insurers. Ted M. Simmons of the Pan-American Life gave it as his opinion that use of the rider is premature both with reference to hazards and public demand.

Dr. Dingman's talk, "Psychology Is a Factor in Underwriting," was another notable contribution to underwriting knowledge. He said three essentials in selecting a risk are the applicant's physical ability to qualify for the insurance; his mental attitude, which should compel him to regard his insurance fairly, and the moral strength to stand erect in times of adversity. He said not the mental attitude of the applicant alone is important, but also the mental attitude of the agent, the medical examiner, the home office underwriter and the inspector. He gave it as his opinion that the home office underwriter should be guided by the rule: "Don't tell your underwriting conclusion—sell it."

#### Agent Also Underwriter

The agent's importance in risk-selection also was stressed by D. C. MacEwen of the Pacific Mutual Life. He said also that the home office underwriter should be animated by sympathetic understanding of the field man's problems.

James L. Rainey of the Missouri State Life emphasized the necessity home office representatives are under to sell the "idea" of accident insurance to the field man. He said that perpetuation of earning power, not the possibility of accidents and the collection of claim money, should be the basis of the agent's sales argument.

#### Health Rates Discussed

Round table discussion of the question "Are Health Rates Adequate?", conducted by F. L. Barnes of the Sentinel Life, developed the conclusion that an adequate waiting period instead of a rate increase is needed in this branch of accident and health underwriting. George Manzelmann, agency director of the North American Life and an expert on accident and health underwriting, introduced the subject. C. O. Pauley of the Great Northern Life said there is no adequate rate for health insurance if payment is made from the first day of disability and there is no house-confinement provision.

Other programmed speeches were those made by J. W. Scherr as retiring president and that of Ted M. Simmons of the Pan-American Life. "Are Too Many Applications Declined?" He said that rejections depend in large part on the kind of risks submitted by the field staff, and that since therefore relativity enters largely into the matter, a conclusion for the guidance of all is impossible.

#### Charter Is Approved

Approval of the charter of the Republic Mutual Life of Dallas has been given by the attorney general of Texas.

## TAGGART CLASSIFIES H. & A. MEN SEPARATELY

### HAS NOT YIELDED POSITION

Pennsylvania Insurance Commissioner Remains Firm in His Stand on License Issue

Commissioner Taggart, who it was reported might retire from office on his return from a trip abroad and be appointed to another public position, evidently is to remain at the head of the insurance department and continue to carry out some of his plans for licensing agents that have caused more or less hubbub in insurance circles. At the meeting of the Pennsylvania Association of Insurance Agents a few days ago, Commissioner Taggart did not hesitate to restate the position that he has taken on qualification for agency licenses.

#### New Classification Made

The commissioner has made health and accident insurance a separate class. he is sticking to his ideas requiring an examination before he will issue a license. He has made some modifications in the license arrangements but very few. Commissioner Taggart is very strong for issuing licenses only to those who are qualified to act as agents for the particular line of insurance they intend to solicit.

Commissioner Matthew H. Taggart of Pennsylvania has modified his agent's license classification and has made health and accident insurance a separate class. His bulletin reads as follows:

"In addition to the three existing classes of insurance for which an applicant can apply to be licensed and examined, there will be added: (d) health and accident insurance.

"This class will be examined at the same place and hour fixed for casualty insurance. Those qualified or qualifying for (a) life, including health and accident, and/or (c) casualty insurance need not take the health and accident examination, and those taking the health and accident examination and passing will receive a license limited to write this class. If licensed for a company writing life or casualty coverage in addition to health and accident before being qualified to write the additional lines, they must be examined and pass either the life or casualty insurance examination."

The accident and health men are very pleased with Commissioner Taggart's ruling, as it has been previously necessary for the agents to qualify on the entire casualty or life line. There are many accident and health specialists in the field who write only that type of business and the change by Commissioner Taggart is a great boon to them.

## N. Y. EQUITABLE AGENTS MEET

New England and Middle States Groups and Metropolitan Area Producers in Session

Some 1,400 agents of the Equitable Life of New York from New England and the middle states have been holding sessions at Montreal during the past few days, the New England and middle states representatives meeting first, those from the Metropolitan district following.

Agency Vice-president Frank L. Jones presided at the sessions, speakers at which included President Thomas L. Parkinson; Second Vice-presidents W. W. Klingman and Albert G. Borden; Secretary W. A. Alexander; Superintendent of Agencies W. G. Fitting, and Superintendent J. A. Beha of New York. Following the conferences, gatherings of the central division agents will be held at Mackinac, Sept. 16. The southern representatives will gather at Atlantic City Sept. 20-22 and the Pacific division at Del Monte, Cal., Sept. 27-29.



## CLAIM OFFICERS MEET TO DISCUSS PROBLEMS

**Mitchell of Canada Life Urges  
Cooperation with Field  
Forces**

## GRAHAM GIVES MESSAGE

**President Says Public Opinion Greatly  
Affected by Claim Men—Must  
Accept Responsibility**

**OLD POINT COMFORT, VA.,** Sept. 13.—The annual convention of the International Claim Association met here this week starting Monday. Nearly 200 delegates representing about 100 company members answered roll call. Joseph Button, commissioner of insurance and banking of Virginia, made the address of welcome. The response was given by Harlan S. Don Carlos, Travelers. He said the claim division is the testing ground of insurance from the service standpoint. The claims man must be a sound business man of dispatch. He concluded by saying the association welcomes every opportunity to cooperate with the commissioner and bespeaks his aid.

E. Miller was in charge of the entertainment provided by that committee. Monday afternoon there was a harbor trip on the steamer "Hampton Roads." In the evening the ladies played bridge. On Tuesday afternoon there was a trip to Langley Field and a golf tournament was held. Tuesday evening a banquet and dinner dance enlivened the gathering.

### Gives President's Message

President Louis L. Graham gave the president's address and reviewed the progress of the association, which is due not only to increase in membership but to the entry of the life insurance companies into the field. The association was formed Nov. 23, 1909 with 24 member companies and 36 delegates. The first annual meeting was held at Atlantic City in 1910 with 40 member companies. Purpose of the organization which was adopted, said Mr. Graham, was the creation of good will, harmony, confidence and cooperation between companies, and to devise measures for protection of common interest especially in matters relating to claims. The retiring president declared that the association has carried out this purpose. The nature of the work creates friendship and personal contact is of greatest importance. Cooperation should be an integral part of association, said Mr. Graham, as public opinion is vitally affected by claim men. The future of business therefore is dependent on them and the association accepts this responsibility, he concluded.

### Recommends Sectional Conferences

Robert K. Metcalf, Connecticut General Life, read the report of the secretary. He recommended zones for sectional conferences. Treasurer F. L. Templeman, Maryland Casualty, reported a balance of \$63,000. In the absence of Librarian Bayard P. Holmes, his report was read by John J. King who also read the report of Hooper-Holmes Bureau. Ninety-four companies and four life companies made a total of 731,843 reports last year against the previous year's total of 653,091. William A. Dennis, Prudential, chairman membership and credentials committee, reported an increase of 40 member companies. A handsome desk set and pen were awarded Mr. Dennis for personally securing 30 new members.

The only paper of Monday was given

## AETNA LIFE AGENTS HOLD INFORMAL CONVENTION

### PRECEDE DETROIT GATHERING

**Over 100 in Business Session Under  
Direction of Vice-President  
Luther**

**DETROIT, MICH.,** Sept. 13.—Over 100 agents and managers of the Aetna Life, in attendance at the National association convention here this week, gathered a day early and held an informal agency convention of their own, under the direction of Vice-President K. A. Luther and others of the home office organization. For many it was the beginning of a long convention program, for the Aetna Life agency convention is to be held at Quebec next week and many will continue directly from Detroit to that city. The informal gathering Tuesday was a small convention in its own way, with talks from the agency department officials, the medical department, group department, and the field men themselves.

### K. A. Luther There

With Vice-President Luther presiding, the meeting was opened by E. W. Baker, general agent at Detroit and president of the Detroit Association of Life Underwriters, who welcomed the agents. R. F. Wagenhorst, a prominent Chicago agent, spoke on scientific prospecting, telling of practical methods in this important phase of the work. Dr. D. B. Cragin, associate medical director, discussed medical underwriting in its relationship to those in the field. J. N. Adams, agency assistant at the home office, discussed sales plans and presented some outlines of work for those in the field. R. J. Wise, an agent at Flint, Mich., analyzed estate planning, discussing this more technical development of the business in detail. After a brief informal discussion, led by Mr. Luther, the morning session was concluded.

### Whatley Presided

In the afternoon, S. T. Whatley, Chicago manager, presided and introduced Mr. Luther as the first speaker. Mr. Luther gave "A Family Talk," discussing sales plans and particular field problems of the agency organization as he has seen them in his recent journey across the country. N. E. Degan, general agent at Pittsburgh, spoke on "Our Business as a Career," an inspirational talk on life underwriting. B. A. Thomas, assistant secretary of the group division, spoke on group insurance and its present-day position in life insurance. E. M. Deane, one of the leading producers of the company and an agent at Grand Rapids, Mich., gave a forceful sales talk on business getting methods. In the evening a banquet was held at the Book-Cadillac, at which the only speaker was L. O. Schriver, assistant superintendent of agents, who took as his subject, "Measuring Up to Our Job as Modern Life Underwriters."

In addition to the home office men on the program, R. L. Place, assistant superintendent of agents, was present.

by A. N. Mitchell, Canada Life, Toronto, on "Claims and the Field Representative." In considering the relationship of claim work to the production of new business, the speaker felt that claim men have a great opportunity for constructive effort. Claim departments have functioned well as prompt distributors of enormous amounts of money in such way as to carry out exactly the contracts they have made, said Mr. Mitchell. They have learned to safeguard companies without injustice to others. There is a question whether the great forces the claim departments command have been brought into full cooperation with their associated productive depart-

## AGENTS' LICENSE LAW FOR CALIFORNIA PLANNED

### BILL IS TO BE PRESENTED

**State Association of Insurance Agents  
Will Present Proposed Measure  
to Next Legislature**

According to the "Insurance Bulletin," organ of the California Association of Insurance Agents, that organization plans to present a measure to the California legislature next January on agents' qualification. The statement, which is published to the members, says that "for several months the association has been in touch with the department of finance regarding the question of a license fee to be paid by applicants for agency licenses. After giving the entire program considerable attention, Alexander R. Heron, director of finance, wrote to Secretary Ramsden as follows:

"I am inclined to think if a bill satisfactory to the principal interests concerned can be worked out the financial phases of it could be easily adjusted. We should be very much averse to outlining any license fee which would produce a great revenue. It is the policy of Governor Young that any general licenses on occupations shall not be used to augment the general fund of the state, but such license income shall be merely sufficient for carrying out the police functions of the bill which produces it. If this can be borne in mind in drafting the bill and both the fees and expenditures held to a minimum, I think it is highly desirable that such a policy should be followed."

### Must Supply Services

The statement points out that at the present time approximately \$240,000 is collected annually by the state for license fees. The law virtually limits the allowance for the conduct and maintenance of the insurance department to \$60,000, an amount which was believed adequate when the law was amended in 1921. However, says the statement, "with the great increase in the business of insurance in California, it is practically impossible for the department to carry on all of the functions which are necessary and which are expected." The agents propose to remedy this by having the \$240,000 license fee money diverted to the use of the insurance department.

"We will never have a 100 percent insurance department in California," says the "Insurance Bulletin," "until some way is created to permit the commissioner to supply the services so essential for successful supervision and regulation."

ments. An insurance company and the business it represents gets large portion of its reputation from two sources, said Mr. Mitchell, its field representatives and its claim department and therefore it is highly essential that these two groups cooperate. Field men are being constantly recruited and new recruits are constantly making mistakes while claim departments are necessarily headed by men of long experience, he said. Field men are naturally affected by their closeness to the policyholders and it is easier for the head office executive to maintain spirit of fairness between the parties involved. Claim departments in making adjustments should keep before the minds of the field men involved, the basic justice which is behind what they are doing.

### Cultivate Judicial Attitude

The speaker urged that field men cultivate a judicial attitude of mind and so win respect of claim men and encourage their use of field men in all claim settlements. Today the companies through both claim and field depart-

(CONTINUED ON PAGE 20)

## McCREARY SPEAKS ON DISABILITY CLAIM WORK

**Franklin Life Director of Claims  
Addresses Meeting of  
Field Men**

### ISSUES ADVICE, WARNING

**Tells Agents They Must Be Careful and  
Not Lead Clients to Expect  
What Is Not Due Them**

C. B. McCreary, director of claims for the Franklin Life, addressed the field men of his company at their convention on the important subject of disability claims. He said in part:

It interests us to find that a great number of policyholders apparently have the belief that the disability benefit is health and accident insurance. A few days ago a woman wrote to us saying, "I have had the mumps and would like to know if they are covered by the sick clause of my policy."

Another woman recently informed us that a horse had kicked her husband on the leg, and that although he was still able to continue at his work, the spot was black and blue, and she desired to know how much his Franklin policy paid for such an injury.

We could cite many similar examples indicating clearly that the policyholder has the idea that the disability feature is health and accident insurance instead of a benefit available only in the event of total disability as defined in the policy. After all, this is not to be wondered at, because the average layman does not have frequent occasion to consult his policy; and as he is not apt to be familiar with insurance phraseology, it is rather to be expected that he should forget or misinterpret specific provisions.

### Agents Misunderstand Cover

It was a surprise to us, however, to discover that a considerable number of our field men misunderstand the provisions of our disability contracts. This may be due to confusion of the various forms of disability agreements containing widely different provisions and benefits. What many agents seem to overlook is that a policy issued, say, in 1920, would necessarily have a different form of disability agreement from the standard form attached to recently issued policies.

The handling of disability claims gives one a good opportunity to observe the curious phenomenon that many a person otherwise upright and honorable has a conscience amazingly flexible when it comes to dealing with a life insurance company. Many unallowable claims occur apparently from a desire on the part of the policyholder to obtain the benefit on account of a slight disability or a temporary illness. What a temptation there seems to be, under such conditions, to magnify the seriousness of the ailment.

### Malingering Increases

Some companies are finding that the tendency to malingering is becoming quite pronounced in certain groups, particularly farmers, school teachers, and persons approaching the age limit specified in the disability clause. In the latter group this appears to be especially true where the insured finds that his retirement may be hastened by some ailment which, though in fact trivial and not such as to cause total disability, offers the temptation to make a profitable use of the disability clause if possible.

It is remarkable how frequently it happens that a farmer will be laid up

during the non-productive winter months from some really slight ailment which would not be nearly so severe in his own estimation if it were not that he has a disability clause providing a substantial monthly income.

Strangest of all, but nevertheless a fact that is giving many companies serious concern, it seems that when school teachers apply for disability benefits, it usually happens to be just about the time when the school term (and the salary) end. Or, shall we say that this is merely coincidence?

#### Three Cases, Studied

We occasionally have to deal with what might be termed the professional malingerer. Three interesting examples of this type of individual were brought to our attention during the last few months. In each instance we had allowed the benefit of waiver of premium and monthly income from one to three years ago; and it was found in each case that the policyholder was enjoying monthly income benefits from several insurance companies, the total income received by each man being in excess of his normal earnings. Of course, we promptly discontinued the disability benefit payments upon receiving conclusive proof that these malingerers were systematically imposing on the insurance companies and were able to

work. Incidentally we were amused to learn later that one of these gentlemen, to whom we had been paying \$100 per month for more than two years and who was receiving that much more from other companies, had announced to his friends that he guessed he would have to get out and look for a job, now that his insurance income was being shut off.

Along with other companies, we are receiving many requests for disability benefits that are doubtful claims, coming within the "border-line" class. Such claims usually present problems more or less difficult to solve; but the responsibility for determining whether a policyholder is in fact totally disabled within the definition specified and in accordance with the terms of his policy is as much a home office function as deciding whether an applicant for new insurance is a desirable risk.

#### Selection Methods Tested

In arriving at its conclusions the company employs the methods it has found by experience and judgment to be effective and proper. Before considering any claim it is necessary that we be furnished the formal statements of the insured and the attending physicians, also of disinterested physicians and others familiar with the case, the purpose being to procure all available in-

formation from every source, prejudiced and unprejudiced.

Our decision in every instance is reached only after careful consideration of all the information and reports submitted, giving to each the weight which the claims committee believes it deserves.

#### Many False Claims Expected

From the very nature of the business it is to be expected that we will receive many requests for disability benefits which clearly cannot be allowed. In a number of such instances much of the unpleasantness and disappointment that always arise in connection with disallowed claims could easily have been avoided. It often happens that an agent, with the best of motives, upon learning of the illness or injury of a policyholder will volunteer the information to the insured that he is entitled to receive the disability benefits, and will even go so far as to insist that claim be made. By so doing the agent commits himself without first consulting the home office. Then, when claim is made, if the company finds after thorough investigation that the insured is not entitled to any benefits, it of course becomes necessary to disallow the claim.

This results in an extremely awkward situation. The agent has already told the insured he is entitled to the ben-

efits, and now the company has disallowed the claim. The policyholder will think either that the company is not living up to its contract or that the agent was not sufficiently familiar with the agreement.

#### Agents Must Be Cautious

Our purpose in citing these cases is to suggest how much better it would be for the agent never to commit himself in a case of this kind until receiving the company's decision, but to leave an uncertainty in the insured's mind as to whether he is in fact entitled to receive the benefits. If a policyholder informs an agent that he desires to make a disability claim, let the agent tell the insured that he will be glad to submit the request and the facts to the home office, but that it is necessary for the company to follow its established method of procedure, and for the home office to pass upon the merits of the case.

Such a course relieves the agent of any responsibility. Then if for any reason it develops that the claim cannot be approved, there will be far less disappointment and no reflection will be cast upon the agent when the insured is notified that the claim has been disallowed. On the other hand, if the claim is approved, how much more desirable it is for the information to reach the insured as a pleasant surprise, when no definite assurance had been previously given him by the agent. The psychology of this method will be apparent.

#### Things to Watch

For the sake of emphasis we enumerate what we believe is most important for every agent to bear in mind:

1. The disability benefit agreement is not health and accident insurance, but is a coverage available only in case of total disability as defined and specified therein.

2. The company is necessarily governed by the particular provisions and requirements of whatever form of disability agreement is attached to the policy under consideration, because such agreement is the contract between the company and the insured.

3. Disability clauses containing the three months' probationary period provision specify clearly that no benefit is payable or available during any portion of such three months. The benefit begins after such period is completed and is subject to the continuance of total disability.

4. Many policies contain an agreement form providing benefits only in case the disability is permanent as well as total. Under such policies no claim is allowable if the disability is temporary, even though it may have been a total of more than three months.

5. As the company is responsible for determining whether a claim shall or shall not be approved, it is highly important that the facts be submitted to the home office and that the report of the claims committee's decision be received before the agent commits himself as to liability.

Our business is to pay valid claims. Most of the claims received are bona fide, but until there is a radical change in human nature we are sure to have many requests for disability benefits that are clearly unallowable and many more that are doubtful. Working out the problems presented by such claims calls for the highest degree of cooperation between the claim department and the agency staff. As indicated at the outset, the attitude and assistance of the men in the field is, on the whole, admirable. This spirit is deeply appreciated by the claims committee which for its part pledges its best efforts to see that this function of our business is executed properly and promptly.

#### Rogers Goes to Seattle

C. W. Rogers, director of the field service department of the Business Men's Assurance at its head office, has been made supervisor at Seattle. He will develop the business in Washington state.

## ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building  
Cor. Seventh and Grand Ave.,  
Des Moines, Iowa

### Policies for the Entire Family!

The Royal Union offers policy contracts at every age from one day old to age 60.

Our Juvenile policies, written on children as young as one day old, go into full benefit automatically at age 5 without re-examination—a big winner!

We write women on equal basis with men.

We feature a special low-rate policy to business and professional men.

## ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA

A. C. TUCKER, President



## CONFEDERATION LIFE TAKES OVER COMPANY

### CAPITAL IMPAIRMENT FOUND

**Security Life of Toronto Will be Acquired and All Policyholders Will be Protected**

TORONTO, CAN., Sept. 13.—The Security Life of Canada is to be acquired by the Confederation Life Assn., if the agreement to this effect is approved by the shareholders of both companies and by the policyholders of the former. The Security Life has about \$10,500,000 of business in force. The Confederation Life is one of the oldest Canadian companies, having been started in 1871. It has nearly \$60,000,000 of assets and had nearly \$260,000,000 of business in force at the end of 1927.

#### Impairment Is Found

Serious impairment of capital is the reason for the merger. The balance sheet of the Security Life as at Dec. 31, 1927, shows \$1,040,150 of assets. Policy reserves were \$947,802, and after other liabilities there was left a surplus of \$80,467, against a paid-up capital of \$426,176. Compared with the preceding year, there had been growth, total assets having formerly been \$901,867, and surplus \$54,321. Business in force had increased from \$10,009,001 to \$10,537,139.

#### No Improvement Found

The Dominion insurance department's report for 1926 showed assets of \$849,041, and liabilities of \$849,036. This left the company barely solvent. The government report for 1927 is not yet available, but from the fact that the Dominion superintendent of insurance, last New Year took steps to have the company taken over by some other, it is clear that no marked improvement in the financial position took place.

#### History of the Security

The Security Life of Canada was incorporated in 1907 under the name of Prudential Life of Canada. The name was changed in 1909, and business was started in 1911. The authorized capital was \$1,000,000, of which about \$900,000 was subscribed, and \$429,940, with a premium of about \$325,000, making a total of approximately \$750,000, was paid in cash. For some years J. O. McCarthy, who was prominent in civic life in Toronto, and in some industrial ventures, was head of the company. In 1923 a new group took charge, with W. W. Hiltz, an ex-mayor of Toronto, as president, and W. O. McTaggart, also a public man and formerly a general insurance agent, as managing director. A large section of the shares were sold and are still held in Montreal, where six of the directors reside.

The Confederation Life is to assume the entire assets and business in force. The consideration for shareholders is not announced, though the statement issued by the Confederation Life intimates that there will be something for them.

#### Gay Made Supervisor

Clyde F. Gay of Little Rock has been promoted from associate general agent of the Aetna Life at Shreveport, La., to supervisor of the southern division of the company. The new post covers practically all the southern territory of the company, the headquarters of which are at Hartford.

Gay received his early insurance training under Gordon H. Campbell, Little Rock agent of the company. He is a graduate of the University of Arkansas. For a time after his college graduation he was a teacher at Little Rock High School. "Gay's promotion is a responsible one and reflects commendation on the local office where he received his first insurance training," Mr. Campbell said in announcing Gay's promotion.

## PHILADELPHIA AGENCY HEADS FAVOR SALARIES

### GIVE COMPANIES SUGGESTION

**Some Say That if Commission Plan Were Dropped, Higher Type Men Would Be Attracted to Business**

PHILADELPHIA, Sept. 6.—One finds, on talking to Philadelphia life insurance agents—those who have been in the business for a score of years or more—that not only do many of them favor the plan of having life agents put on a straight salary basis, but that a number of them have also suggested to their companies that this idea be put into operation.

And why do they favor the salary plan? Because they believe it will enable the life insurance profession to draw into the business a higher class of agents.

#### High Type Men Wanted

"What we want in the life insurance business," remarked one agent, "is the highest type of man. We want the man who is a steady plodder in his business and who would make good in life insurance."

"But we cannot afford to have that man, who has a family to take care of, worrying about his finances. To do so would be to lower his effectiveness. To make good selling life insurance, he must be able to give it all his attention."

#### General Agents Cannot Finance

"Today, general agents are not in the position to finance such men. And so they cannot appeal to him. They must take what they can get. But were the salary plan to be adopted they could induce that man to enter the business."

What these general agents favor is the discontinuance of the commission basis and the adoption of the salary basis. They would have the agent's salary increased as his production increases. However, they do not believe in carrying dead wood and advocate the dropping of those agents who do not make good within a reasonable length of time.

They believe that if the salary plan were adopted, general agents would be able to go out and secure the highest type of men and they are also firm in the opinion that in the long run the salary plan would prove cheaper to the companies in the acquisition of business.

#### Clark Seen As President

DETROIT, Sept. 13.—Paul F. Clark, Boston general agent for the John Hancock Mutual, will undoubtedly be the next president of the National association. His candidacy was presented by the Boston association and no other candidate has been aggressively brought forward. Unofficial report states that he has been selected by the nominating committee and will be presented as the candidate to succeed Julian S. Myrick. It is expected that the other officers will be as follows: Vice-president, S. T. Whatley, Chicago; first vice-president, C. C. Day, Oklahoma City; second vice-president, George W. Ayars, Los Angeles; third vice-president, E. S. Brashers, Washington, D. C.; fourth vice-president, E. McCormack, Memphis; secretary, Ernest Owens, Detroit; treasurer, Charles Fochl, New York City.

#### Dannel Made President

J. Tom Dannel, general agent at Albuquerque, N. M., for the Missouri State Life, has been elected president of the New Mexico Life Underwriters' Association. Mr. Dannel holds the Hillsman Taylor Cup for the third quarter of 1928, having shown the best percentage of gain for the second quarter of the year. He is a member of the company's Quarter Million Club.

## BIG CLUB LEADERS OF NEW YORK LIFE NAMED

### P. S. ROSEN HEADS THE LIST

**Honor Men in the Class That Produced \$400,000 or More During the Year**

The 400 Club of the New York Life, composed of agents who wrote \$400,000 or more during the club year, ended its second year with 258 members with new insurance amounting to \$152,054,131. The members paid for practically as much as one-sixth of the new insurance paid for by the whole agency force during 1927. The president of the club is Philip S. Rosen, of New York City, who is a son of the late Harry B. Rosen, one of the outstanding producers of the New York Life, who gained a national reputation in his personal production. Young Rosen is 24 years of age. He has been writing large amounts of insurance annually since he was 18 years of age. He paid for \$3,577,500 during the club year. He secured 203 applications. He is the youngest president of the leading writers of his company. During the last three years his production has been over \$1,000,000 each. In his first year at age 19 he paid for \$633,500. He seemingly inherits his father's talent and yet is not trading on the elder Rosen's reputation nor his business. He is advancing on his own merits.

#### Seff Is Second in Line

Abraham Seff is the next in line, producing \$3,138,500. He was president of the \$200,000 Club two years ago. He is one of the leading agents in the Knickerbocker agency in New York City.

There are five vice-presidents-at-large, ranged according to production. The leading vice-president is Jacob Herskowitz of the Union Square agency, producing \$2,251,959. He paid for his first \$100,000 in 1915, and has been steadily advancing. During 1927 he produced \$1,457,372. Joel Hershman of the Reading branch comes next with \$1,279,000. He jumped from \$200,125 in his first year to \$798,750 in his second. He wrote \$755,500 in his third. Then he became a "millionaire" writer. The next vice-president is Isaac S. Kibrick of the New England branch, producing \$1,116,309. Frederick A. Wood of the St. Paul branch is next with \$1,093,000. He has been 36 years in the business. E. Fayette Marshall of the Los Angeles branch is the next in line, he paying for \$894,500 during the club year. He began writing \$117,000, 17 years ago.

#### Vice President of Departments

The vice-presidents of departments, there being 12, paid for \$10,174,859. Jacob Levy of the Bronx agency in New York had a record of \$2,140,787. Charles H. Webster, Binghamton, N. Y., branch, \$1,108,625; Jacob Manfield of Stock Exchange branch in Chicago, \$1,015,000; Samuel Soforenko, Rhode Island branch, \$801,000; M. C. Salassa, Charlotte branch, \$758,625; Patrick H. Dean, Missouri branch, \$681,015; Gus Bertner, Little Rock office, \$667,947; Peter F. Barry, Wisconsin branch, \$648,110; Henry W. Schlachter, Jr., Lafayette branch, New York, \$632,750; George B. Lull, Sacramento, Cal., branch, \$619,500; H. S. Richardson, Philadelphia, \$566,000; Frederick C. Moser, of Seattle, \$535,500.

#### Aetna Life Conference at Quebec

"Developing Man-Power and Directing Its Energy" is the keynote of the conference of Aetna Life representatives to be held in Quebec Sept. 17-20. President Morgan B. Brainard, Vice-President K. A. Luther, and other leading officials and field representatives will speak.

## EXPECT BIG GATHERING FOR ST. LOUIS CONVENTION

### UNUSUAL MEETING PLANNED

**Record Attendance Expected at Oct. 8-12 Meeting of American Life Convention**

ST. LOUIS, MO., Sept. 13.—Claris Adams, secretary and general counsel of the American Life Convention, and the members of the St. Louis committee in charge of the annual meeting of the convention to be held at Hotel Statler, St. Louis, Oct. 8-12, inclusive, are making preparation to care for the greatest attendance in the history of the organization. It is now anticipated that upwards of 500 representatives of the 140 member companies will come to St. Louis for the main meeting and the gatherings of the various sections.

The fact that several sections have been added to the convention and also that St. Louis is centrally located for the entire membership of the American Life Convention is expected to greatly augment the attendance this year.

Advance reservations for hotel accommodations are coming in good numbers and those who make their arrangements now are assured of the choicest rooms.

#### Seramble for Rooms

The possibility of a conflict with the World's Series between the St. Louis Cardinals of the National League and the New York Yankees of the American League makes it rather imperative for members of the American Life Convention to make their hotel reservations as early as possible. The management of the Statler Hotel has announced that visitors to the American Life Convention gathering will be given preference over fans and fanettes from afar coming to St. Louis for the baseball games, but naturally it is only fair to the hotel to advise as soon as possible what accommodations are desired, so that it can make the maximum use of the room space without inconveniencing American Life Convention members' representatives.

#### Splendid Program Prepared

The programs for the main meeting and the various sections, including the financial section, legal section, junior association and the agency section, are among the best ever prepared for a gathering of the American Life Convention. The complete programs for the main meetings, the legal section or the junior association have not yet been announced.

Last week W. H. Hinebaugh, president of the Central Life of Chicago, made public the tentative program for the financial section.

#### Delegates at Detroit

Fraternal delegates of the American Life Convention to the National Association of Life Underwriters' annual convention at Detroit, Mich., this week are C. L. Ayres, president of the American Life Insurance Company, Detroit; M. E. O'Brien, president of the Detroit Life Insurance Company, Detroit, and Claris Adams, secretary and general counsel of the American Life Convention. O. J. Arnold, president of the Northwestern National Life Insurance Company, Minneapolis, Minn., president of the American Life Convention also, plans to attend the Detroit meeting if he can arrange his affairs accordingly.

#### Invited to St. Louis

In a letter to Julian C. Myrith, president of the National Association of Life Underwriters, President Arnold on behalf of the American Life Convention invited the underwriters to have representatives of that organization attend the American Life Convention's general meeting in St. Louis, Mo., Oct. 8-12, inclusive.



## There's worthwhile beauty in these business-like desks of steel

A GOOD looking office undeniably radiates prosperity. It creates a pleasant, business-like atmosphere, that bespeaks dignity, efficiency, success.

GF desks of steel, with their beauty of line and deep rich finish, go a long way towards making an office attractive and altogether liveable.

In the private office, or the larger general office, they contribute not only good looks, but exceptional utility and the lasting durability that only steel can possess. And the restful Velvolum top is an ideal writing surface.

These are reasons why such fine desks have won places in the offices of so many firms whose names are household words throughout America.

Another reason is this—their cost is exceptionally low.

**THE GENERAL FIREPROOFING COMPANY**  
Youngstown, Ohio

Canadian Plant, Toronto

BRANCHES AND DEALERS IN ALL PRINCIPAL CITIES

The GF Allsteel Line: Safes • Filing Cabinets • Sectional Cases • Desks • Tables • Shelving • Transfer Cases • Storage Cabinets • Document Files • Supplies



Attach this coupon to your firm letterhead  
THE GENERAL FIREPROOFING COMPANY • Youngstown, Ohio N. Y.

Kindly send me a copy of the GF Allsteel Desk Catalog.

Name \_\_\_\_\_ Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## Make Semi-Annual Statement in Georgia (AS REPORTED TO THE GOVERNOR OF GEORGIA)

	June 30, 1928		Jan. 1 to June 30, 1928	
	Assets	Surplus	Income	Disb'ments.
Atlanta Life .....	\$ 1,210,451	\$ 296,461	\$ 914,222	\$ 861,620
Carolina Life .....	953,147	113,000	518,160	444,926
Columbian National .....	36,999,757	3,411,239	4,257,972	3,174,236
Commonwealth Life .....	10,572,013	2,283,881	1,829,877	1,250,089
Continental Life, Mo. ....	13,809,597	838,370	2,730,310	2,150,066
Fidelity Mutual Life .....	79,447,659	4,239,627	9,138,204	6,212,846
Illinois Life .....	37,264,971	5,862,712	3,439,156	2,277,072
Inter-Southern Life .....	18,315,872	1,568,117	5,833,620	2,422,526
Kansas City Life .....	51,207,425	4,943,646	6,748,534	4,477,108
*Life & Casualty .....	8,558,200	1,640,341	4,000,383	3,395,114
*Provident Life & Acct. ....	4,190,500	925,000	2,600,234	2,315,479
*Southern Ins. Co., Tenn. ....	1,948,938	407,693	402,157	429,269
Southern States Life .....	7,967,600	322,292	1,127,757	1,005,931
Sun Life, Montreal .....	455,125,801	52,730,002	81,639,373	37,033,139

\*Includes Accident & Health.  
Final Filings—Complete to September 8.  
Dealy.

### MAINE LIFE CONGRESS HELD

Successful Day's Educational Work  
Was Carried Out with Many Notable Speakers on Hand

PORTLAND, ME., Sept. 13.—The seventh annual sales congress of the Maine Life Underwriters Association was held Wednesday. In line with the ten year progress plan of the National Association of Life Underwriters the convention was of a strictly educational character.

President Pearce J. Francis of Portland, president of the state association, welcomed the guests. George H. Tracey, general agent United Life & Accident at Boston, introduced by Clarence M. Bowker of Portland, was the first speaker and discussed some of the fundamentals necessary to a successful life underwriter. "Selling life insurance," said Mr. Tracey, "is not a question of company, or rates, or territory or contracts. It is a question of the man and his state of mind. To succeed, a man must have the qualities of determination, mental courage, optimism and enthusiasm. With these qualities he will make a success of life insurance as a work."

J. Everett Hicks, former Maine resident, and now general agent of the Union Mutual Life in Boston, described a plan for an outlined program of work called the "Weekly Production Plan" which he uses in his own office. He advised the life men to put more organized time into his business and keep themselves well informed on present day tendencies in banking and finance.

George W. McClung of Portland presided at the afternoon session. Roderick Pirnie of Springfield, Mass., general agent Berkshire Life, then spoke on the duty of the life underwriter to his community. Thessler W. Callihan, head of the sales research and educational department of the John Hancock Mutual Life of Boston, was the second speaker of the afternoon.

A dinner was held in the evening at which the principal address was delivered by William B. Pidgeon, Jr., of Rochester, N. Y., a retail shoe dealer, who outlined an insurance scheme he had devised and discussed how life insurance could be of help to a man in the business world.

The executive committee in charge of the sales congress included Harry L. Sanborn of Portland, chairman; Dwight H. Sayward of Portland, Me.; and Arthur L. Cushman of Portland, who were assisted by Secretary-Treasurer D. J. Roach.

### Great West Life Appointment

F. B. Mersereau, district representative of the Great West Life for Northumberland County, N. B., has had his territory increased to include the counties of Westmoreland and Kent, and his headquarters in future will be at Moncton, N. B., instead of Newcastle.

### GET TWO PROMINENT MEN

American Life Secures J. T. Eubanks in Arkansas and Guy M. Ferris at Kalamazoo, Mich.

Two agency appointments have been announced by the American Life of Detroit, one in Arkansas and one in Michigan. J. T. Eubanks, formerly with the Aetna Life and International Life in Arkansas, has been appointed state manager for the American Life in Arkansas with headquarters in Little Rock. Mr. Eubanks is known as the agent who established the world record in 1924 for number of applications written in a single month. Guy M. Ferris, also formerly with the Aetna and International, has gone with the American Life at Kalamazoo, Mich., with jurisdiction over several counties adjacent. Mr. Ferris has had long field experience with several companies and is well acquainted with the Michigan territory.

### Weymouth Murrell Promoted

Weymouth L. Murrell, assistant manager, agency development, life, accident and group departments of the Travelers in Richmond, Va., has been promoted to the home office as a group supervisor. Mr. Murrell first became associated with the Travelers as an agent with the Acree & Peck Agency in Lynchburg, Va., in April, 1924. During the first four months of his experience as a Travelers agent he qualified for the first Quebec convention. He was appointed field assistant in the Richmond office April 1, 1925, and was made assistant manager January 1, 1927.

### Muir Goes Into Field Work

BOSTON, Sept. 13.—John P. Muir, executive secretary of the Boston Life Underwriters' Association, and also a secretary-treasurer of the Massachusetts Association of Life Underwriters, has resigned his position with the Boston association and will again take up field work. He has served as secretary since the association instituted a paid secretary plan a year or more ago.

Lawrence D. Kimball, a graduate of Bates College and formerly a school teacher in Connecticut, and more recently in the Boston office of the United Life & Accident, has been appointed secretary of the Boston association to succeed Mr. Muir. Mr. Kimball has also been engaged to conduct the course in life insurance fundamentals in the state division of university extension.

### Frank J. Mulligan

Frank J. Mulligan, who has been identified with John C. McNamara agency of the Guardian Life in New York City for the past two years, is now associated with the George H. Beach Co., with main offices in Detroit and branches in Chicago, St. Louis, Grand Rapids and New York City. Mr. Mulligan, who has been a most enthusiastic and valued member of the Life Underwriters' Association of New York and



editor of its monthly bulletin, will inaugurate an advertising and mail order department for the Beach Company, which is one of the oldest independent life insurance organizations in the United States specializing in the analysis of the estates of men of affairs. Mr. Beach, incidentally, originated the portfolio system of policy audits.

#### HOMER ROGERS IS APPOINTED

**Will Succeed Frank L. Jones as Indiana Manager of the Equitable Life of New York**

Homer Rogers, for the past seven years manager of the South Bend, Ind., district of the Equitable Life of New York, has been appointed Indiana agency manager of the company, succeeding Frank L. Jones, who was recently promoted to a home office position. Mr. Rogers has been active in life underwriting circles in Indiana for the past twenty years. Edgar Webb, a personal producer in the Indianapolis office of the company and also regarded as a possible successor to Mr. Jones, has been called to the New York office and will do special agency educational work. Mr. Webb has been successful in the instruction of agents and for two years conducted the Y. M. C. A. life insurance school sponsored by the Indiana Association of Life Underwriters.

#### James M. Woodhouse

James M. Woodhouse, for the past five years associated with Charles Jenney as general agent of the Aetna Life in Boston, and who resigned from that connection last spring, has returned from Europe. Announcement is made that he will join the Union Central Life agency in Boston and become associate manager with Manager Elmer E. Silver. Mr. Woodhouse, previous to his connection with the Aetna Life, was a general agent for the Phoenix Mutual Life in Connecticut for some ten years.

Lloyd K. Allen, who has been assistant manager of the Boston office of the Union Central for the past 28 years, will continue in that position, devoting most of his time to the underwriting end, training of new agents and supervision of office work. Mr. Woodhouse will have charge of securing new agents and brokerage connections.

#### Rights of the Agent

Held that where the contract of an insurance agent with his company obligates the agent to pay the company all that part of the first premium on delivered policies in excess of the commission allowed the agent under the contract, and the agent pays such premium to the insurance company, he is subrogated to all the rights of his principal in the premium and may maintain a suit in his own name therefor. Walker v. McCray, Sup. Ct. Okla.

#### Union Central Life's August

The Union Central Life agency force produced \$17,181,903 in August being the second largest August in its history. This gives it \$130,994,721 paid business for the eight months. Last year the August record was \$17,309,599, which eclipsed August of this year. The Charles B. Knight agency of New York led with \$3,128,997 for the Metropolitan area and \$535,660 for adjacent territory. The Darby A. Day agency of Chicago wrote \$1,600,660. The W. L. McPheeter's agency at Cleveland was next with \$603,503. E. E. Silver of Boston had \$641,750. The John L. Shuff agency at Cincinnati had \$549,709.

#### Form New Company

The Wisconsin Standard Life has been organized in this city as a legal reserve company, and will maintain its home office in this city. It was organized by George W. Wilkinson who is president and general manager. Mr. Wilkinson was the founder of the Wisconsin Auto-

mobile, which has been doing business with headquarters here since 1916. The Wisconsin Standard Life will be under the same management as the Wisconsin Automobile. H. B. Hughes is vice-president and assistant manager.

#### Guaranty Life Employees Picnic

The annual picnic for the home office employees of the Guaranty Life of Davenport, Iowa, was held near De Witt, Ia., last Saturday. Officers and directors of the company and their families were also in attendance. Approximately 200 were present.

A golf tournament and a program of sports and games occupied the afternoon. Dinner was served, followed by dancing. L. J. Dougherty, vice-president and general manager of the company, was chairman of the committee on arrangements for the affair.

#### KLINGMAN RETAINS AGENCY

**Krueger and Dalager Will Take Over Active Management—Honor Agents Hold Meeting**

MINNEAPOLIS, MINN., Sept. 13.—Honor agents of the Twin City units of the W. W. Klingman agency of the Equitable of New York held their regular monthly conference here Monday.

The meeting was in charge of S. D. Krueger, who with A. B. Dalager of Austin, Minn., have taken over the active management of the Klingman agency due to the promotion of Mr. Klingman to second vice-president of the Equitable. Mr. Klingman, however, still retains his interest in the agency here and is the chief executive as heretofore. He will direct the work as far as possible from New York and plans to make frequent visits to St. Paul on agency business.

#### Missouri State Life Business

An increase of 61.5 percent in written business for August, 1928, compared with August, 1927, is reported by Hillman Taylor, president of the Missouri State Life. During August, 1927, company representatives wrote \$17,311,751 of life insurance, while in August, 1928, a total of \$27,957,694 in written business was turned in. This is a gain of \$10,645,943 over the August record for 1927. These figures include ordinary and group.

#### Sidney Rice

Sidney Rice, for a number of years a substantial producer on the Indianapolis staff of the Penn Mutual Life, has been appointed general agent of the Fidelity Mutual Life for Indiana with headquarters at Indianapolis. Mr. Rice will proceed to develop an agency staff.

#### Lincoln Liberty Holds Convention

The annual convention of the Lincoln Liberty Life was held in the mountains west of Denver recently with some 50 delegates present. An elaborate program of entertainment was enjoyed by those in attendance.

#### London Life Appointments

The following appointments by the London Life have been announced: A. D. G. Rhodes, formerly branch secretary at Lethbridge, Alta., appointed branch secretary at Calgary, Alta.; S. J. Lucas, formerly branch secretary at Brandon, Man., to be branch secretary at Regina, Sask.; Kenneth B. Robertson, appointed branch secretary at Brandon, Man.; R. M. McInnis, who has been very successful as supervisor at Shaunavon, Sask., since his appointment early this year, has been appointed branch supervisor at Swift Current, Sask.; J. Crothers, appointed supervisor at St. Catharines, Ont., succeeding Mr. Street, who was recently advanced to a more responsible post elsewhere; O. L. Carey, who joined the company at Castor, Alta., on March 1 of this year, appointed district supervisor at Camrose, Alta.

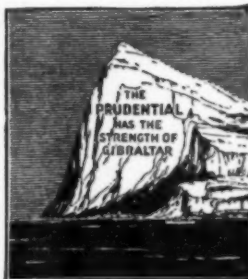
# SMILE SNIPING

*A great Eastern Newspaper is hunting out the smilers of its community and bestowing five dollar bills upon them.*

Cheerfulness is its own reward.

But it's "platinum to putty" that a careful census would prove that a vast majority of the happy know the value of life insurance and smile because they have little to worry about.

*The Prudential's Ordinary Agencies, invite brokers to avail themselves of their services.*



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

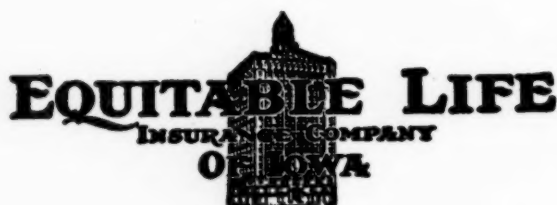


## SKYSCRAPERS

are not built on shifting sands.

The Equitable Life Insurance Company of Iowa has been over sixty years in its building—it stands on a firm foundation. Safety, service and satisfaction have not been sacrificed for rapid growth. There has been no deviation from the sterling principles of honest dealing and conservative management.

There has never been a year in this company's history in which a dividend has not been paid to our policyholders.



Founded: 1867 Home Office: Des Moines

**WE WANT GOOD AGENTS  
AND WILL PAY THEM WELL**

Excellent territory available in Nebraska, Colorado, South Dakota, Kansas, Missouri, Iowa and Texas.

For details of our liberal agency offer, write to  
THOS. F. BOURKE, Vice-Pres. and Supt. of Agencies

**NORTHWESTERN LIFE  
INSURANCE COMPANY**

G. STORZ, President

OMAHA - - - - NEBRASKA

## RALPH G. ENGELSMAN KNOCKS GLOOM HOUNDS

**Urges Penn Mutual Agents to  
Use Positive Selling  
Arguments**

### MUST KNOW PRINCIPLES

**Agent Should Be Adequately Insured  
Himself Before Attempting  
to Sell Others**

SWAMPSCOTT, MASS., Sept. 13.—“Positive Selling” was given as the keynote of successful life insurance salesmanship in a talk by Ralph G. Engelsman, general agent of the Penn Mutual Life in New York, before the regional agency convention of that company here last week. He urged all agents to cease being “gloom hounds,” showing by numerous examples from personal experience that negative thought reacts against its purveyor more often than it aids. On the contrary, all people accept positive ideas and thus a positive approach arouses no resistance in the prospect.

#### Mental Factor Important

Mr. Engelsman began by saying that mental attitude is the most important factor in a life underwriter's make-up. He said that success is guided more by mental attitude than by mental capacity, though the two in combination make an invincible salesman. In creating the proper “positive” attitude, he said it is first essential that the agent see the purpose and need of his commodity sufficiently to adequately “program” himself as he seeks to “program” others. In his agency, no agent is taken in unless he first adequately insures himself. If he cannot afford it, more reason, for if the agent cannot overcome that most common of all objections in his own case, he cannot expect to meet it with others. It was suggested that the agent apply for a good program and then go out and work hard enough for two months to pay for it, giving both incentive and force in the objective.

#### Knowledge Greatest Essential

Granted that the proper attitude is developed, Mr. Engelsman believes the greatest essential is a knowledge of the business. He said the agent should know the “anatomy of life insurance,” just as an artist must know anatomy before attempting creative work. Neither artist nor agent may ever actually use this detailed knowledge, but it is the background which works unconsciously to permit of accomplishment. The agent must know how a rate comes about, what a mortality table is, what and how reserves are, extended insurance and countless other details—not to talk about with the prospect, but as a background for the simple, direct approach. If the agent believes in his business and knows it, he can proceed so that the prospect won't ask what seem “fool” questions.

#### Approach Very Important

It was emphasized by Mr. Engelsman that the introduction or approach is so important that it should be carefully prepared, even if it be necessary to write it out and learn it. The agent must know just what he is going to say at the outset and he must deliver it in a convincing manner. No subterfuges are permitted by him and life insurance is the opening. But that, of itself, is not sufficient. He believes the first few remarks must be made in a clean-cut way so that the prospect will give an

audience and do so in a willing, interested state of mind.

#### Create Yes Attitude

Numerous suggestions were given by Mr. Engelsman as to carrying on the interview. He said that throughout the interview, the agent should lead the prospect into the “yes attitude.” A positive frame of mind should be developed by questions that permit only of “yes” as an answer. People like to believe they are intelligent and the agent should give them a little credit for it. If a prospect says he profits on the stock market, his investment acumen should be approved, but—and the advantages of a certain life insurance program can be added. In any such case, the proposition should be supplementary to the prospect's idea. The agent should help him carry out his plan—not destroy it, as is done by negative answers.

#### Deplores Gloom Pictures

Painting gloom pictures was particularly deplored by him. In the first place he said it is much like telling a joke and then explaining it. The latter is resented naturally, as is the prospect's picture of horror used to explain some positive thought. Furthermore, it is illogical to use the negative appeal. Mr. Engelsman said that neither he nor anyone else could ever be convinced that “he” was going to be one of those shown in the percentage column as pushing a wheelbarrow at 61 and dependent at 63. That isn't the way a man's mind works and the agent who tries to combat this is unnecessarily doing a hard job, where a positive thought of the same idea would very easily and quickly suffice.

#### Answers Common Objections

Mr. Engelsman concluded by answering some common objections to illustrate the positive approach. To “can't save that much,” he cited the case of a man who realized that if he could not save 10 percent of his salary now, it would be impossible for his wife to exist on one-fifth of his income, which the plan would create—and then left the matter entirely with the prospect. To “my wife objects” he suggested that this is only natural and that she is making this sacrifice that the husband may have the money now. It was a positive thought of goodwill and cooperation. To “company competition” he said to talk only “your company.” To mention another company is negative thought. As for “net cost,” he said he would reply that his was \$1 lower than any other, whatever that would be and when asked to explain, would say, “if the best guess gets it, I might as well make mine good.” As for “best company,” he referred to the thought, “my company is second best; everyone else claims his is best, but they all admit mine is second best.”

#### Home Life's New Office

New York, N. Y., Sept. 13.—The Home Life has opened a new office on 42nd St., this city, appointing as its manager, J. C. Handshoe, formerly agency superintendent at the Greatbar building agency of the National Life of Vermont.

The best insurance men are those who know when to talk religion, politics, temperance, guns, dogs, fishing, race horses, baseball, or life insurance; also when to keep still and let the other fellow talk.

#### Life Notes

A. P. Ballou, Detroit manager for the Mutual Life of New York, has enlarged his office space.

The Life Underwriters, Inc., of St. Louis, Mo., has been organized by George F. Paisley, W. F. Brinkman, Jr., and William C. Grown, Jr.

A. A. Spaan, who has represented the Mutual Life at Le Mars, Iowa, for three years, has been transferred to Ames, Iowa.



## President Comments On Aviation Hazard

The president of one of the prominent middle-size companies comments on a letter written by its vice-president to one of the directors on the insurance of aviation risks. The vice-president said:

"The insurance of the aviation risk is highly speculative and will not conform to insurance principles until the time arrives when the hazard can be measured with some degree of accuracy or when a sufficient volume of business can be secured at high rates to assure premiums enough to set up the reserves and to pay the death losses, in which event if it were impossible to do justice as between the various members of the group, we would at least have the assurance that our regular policyholders would not be called upon to make up the loss on this class of business.

"It seems to me that in the present more or less chaotic condition, it would be a good thing if some of the larger companies should form a pool to insure or reinsure this business so that the loss could be distributed and an average secured through concentration of volume. As it is, it would be pure speculation for our company to accept the very infrequent cases of this kind which are offered to us and we prefer to keep off the risk."

In commenting on these paragraphs the president said:

"My suggestion is that the Metropolitan, Prudential, New York Life, Mutual Life of New York and Equitable of New York form a pool, like Mr. Ball suggests, and that we come to a definite understanding as to the cost of insuring the lives of aviators. It might be that the Metropolitan would take this business and all the companies would send their aviator risks to a common center that life insurance might be had by the aviators at a reasonable cost.

## WANTED EXPERIENCED SALESMEN

### Merchants Life Insurance Company

William A. Watts, President

Des Moines, Iowa



Choice Territory

Full Line of Policies — Ages 0 to 60

Top Commissions to  
MEN WHO PRODUCE

"ALL FOR ONE, ONE FOR ALL"

A Mighty Host, Fighting for the Protection  
of a Man's Most Valuable Asset—HIS LIFE

Recruits Needed

Write Today

## GENERAL AGENCY OPENINGS

Capable men looking for a life-time connection with a strong, progressive Company under a very liberal General Agency Contract are invited to investigate our proposition for any one of the following cities and surrounding territory. Complete life insurance service. Other good territory also available.

### FLORIDA

Tallahassee  
Jacksonville  
Tampa

### IOWA

Burlington  
Cedar Rapids  
Des Moines

### OHIO

Toledo  
Springfield  
Lima

### ILLINOIS

Springfield  
Peoria  
Bloomington

### MICHIGAN

Flint  
Jackson  
Kalamazoo

### OKLAHOMA

Oklahoma City  
Muskogee  
Tulsa

### INDIANA

LaPorte  
Richmond  
Bloomington

### MISSOURI

Jefferson City  
Hannibal  
Springfield

### WISCONSIN

Sheboygan  
LaCrosse  
Stevens Point

E. W. MERRITT, JR., President

A. O. HUGHES, Agency Manager

**Farmers National Life Insurance Company**  
OF AMERICA

3401 South Michigan Ave., Chicago, Illinois

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Mgr. GEORGE C. ROEDING and O. E. SCHWARTZ, Asso. Mgrs.

C. M. CARTWRIGHT, Managing Editor  
HOWARD J. BURRIDGE, Associate Editor  
FRANK A. POST, Associate Editor

PUBLICATION OFFICE Insurance Exchange, CHICAGO. Telephone Wabash 2704  
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5781, RALPH E. RICHMAN, Manager,  
E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE  
80 Maiden Lane, Tel. John 1032  
GEORGE A. WATSON, Associate Editor  
CHESTER C. NASH, JR., Associate Editor

NORTHWESTERN OFFICE, DES MOINES  
313 Iowa Nat'l Bank Bldg., Tel. Market 3957  
J. M. DEMPSEY, Resident Manager

SOUTHEASTERN OFFICE—ATLANTA, GA.  
1517 Fourth National Bank Building  
W. J. SMYTH, Resident Manager

DETROIT OFFICE  
848 Book Building, Tel. Cadillac 0004  
O. M. KOENIG, Resident Manager

SAN FRANCISCO OFFICE:  
105 Montgomery Street, Tel. Kearny 3399, FRANK W. BLAND, Resident Manager  
Entered as Second-class matter June 9, 1900, at Post Office at Chicago, Ill., Under Act March 3, 1879

Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 cents  
In Combination with The National Underwriter (Fire and Casualty) \$3.50 a year. Canada \$7.50

### Protection of Life Insurance Agents

THE fact that the INTERNATIONAL LIFE was forced to retire from the field and the further fact that other companies have pulled out or been taken over for one reason or another brings up a serious question with life insurance agents. Life insurance is marketed through salesmen. They can only work successfully when they have confidence in the management of the institutions which they represent. Company officials give what seem to be very sincere assurances as to the permanency of their companies. Agents rely on these statements. In some cases they have been grievously misled. On the surface everything looks serene and promising. The management in most cases did not have the proper attitude toward life insurance.

At this time THE NATIONAL UNDERWRITER desires to emphasize the fact that the main factor for an agent to consider in making a contract with a company is the attitude of the management toward life insurance itself. What is the spirit of the institution? How do the executive officers, those in command and responsible for the company, look upon the position they occupy? Do they regard a life insurance company as so much merchandise, a stock of goods, a factory, a house, advertising service or something of that kind? Do they distinguish between that sort of a business and another kind where those in charge are custodians of other people's money? Does the trust feature of life insurance appeal to them? Are they in the life insurance business to build up a company solidly and permanently? Are they endeavoring to render a service to mankind or have they in mind largely feathering their own nests and getting as much out of the business for themselves as they can? Are they chiefly interested in enhancing the value of the shares of their company? Are they interested when some broker with sufficient financial credit approaches them and begins to make offers for the company? Do they exhibit in their daily transactions any feeling of moral responsibility to agents and policyholders? Will they sell out to a high bidder if the price is high enough? Is the life insurance company operated chiefly for their benefit? Are the agents and policyholders pretty much disregarded? Is the company used as a means more or less for financial deals of various kinds? Is there the revela-

tion of that spirit of helpful service and trusteeship which should be fundamental in every life insurance office?

The commercial spirit in life insurance is entirely too strong. There are too many men officering companies today who seem to have but little regard for the agents and policyholders. They are interested in the agents and policyholders only so far as they can contribute to the financial welfare of those who have their money in the company or are receiving salaries out of it. They are seeking opportunities to enrich themselves, and if they can do so at the expense of agents or policyholders they do not hesitate to do it. They may be subtle and somewhat refined in the methods they use to enrich themselves. They may seem very genuine in their sanctimonious efforts of enthusiasm for the agents and policyholders.

The life insurance man who is working on a commission and has a renewal interest is intensely interested in the future of his institution. He has sold insurance to his friends and neighbors. He has built a reputation with them. He has entered its employ in good faith. He desires to remain with it. He wants to be treated right. He wants to feel that his interests and those of his policyholders are properly safeguarded. He does not want to be used as a tool for the machinations of those who are going to squeeze as much as possible out of life insurance for themselves. He believes in building up a company securely, honestly and firmly. He relies on the management to do its best. He does not want to see his company sold out from under him.

Therefore in our opinion agents must turn the searchlight on the management of companies more strenuously and energetically than they ever have before. Agents should demand from the management sufficient assurance as to their intentions and those of the controlled financial interests so that there will be no doubt left as to the future. The greed for gain on the part of some officers and stockholders needs to be curbed. We believe the time has come when the state insurance departments should make themselves felt in case of companies of doubtful management. Every time a company falls out there is a disturbance of huge dimensions, resulting in unnecessary waste. Policyholders do not understand the transaction and many

lapse their contracts. Agents' relationship thus severed may mean much loss to them. It certainly is most disconcerting. In many cases it means a shift to some other company. The time has arrived when life insurance agents should protect themselves and do it energetically. Companies whose future is in doubt and whose managements are largely speculative and caught with the promotion fever should be shown no

quarter by the men in the field.

THE NATIONAL UNDERWRITER stands for the most secure, conscientious, permanent, unselfish life insurance company management. Maybe we should turn back somewhat to the old fashioned principles of honesty and conscience of other days. Let us all eliminate the life insurance scalper and speculator. Let the decently managed companies be undisturbed by pirates and brigands.

### PERSONAL GLIMPSES OF LIFE UNDERWRITERS

**Commissioner Don C. Lewis** is in the Black Hills arranging the final details for the entertainment of the insurance commissioners who are to be at Rapid City for their national convention Sept. 24-26. Visitors will be given the opportunity to get a view of the scenic beauty spots of the South Dakota state park, Deadwood and other old time historic spots in the development of the gold rush to that part of the world a half century ago.

**H. W. Church** of Grand View, Muncy, Pa., state manager for the National Life of Des Moines, is leading the agency force for this year in personal production. He is doing this work in addition to looking after the state agency. Mr. Church has been with the National Life of Des Moines for the last 10 years. He is 61 years of age. Among other things Mr. Church claims to have the grandest view in the country from his summer estate in the Muncy, Pa., mountains overlooking seven counties, 100 miles up and down the Paradise Valley, before him.

During the 10 year period Mr. Church has personally written over \$400,000 business and his state organization has produced nearly \$15,000,000. He has headed the monthly list of honor producers many times. He led the entire field in 1919, 1921, 1922 and 1923 and was second in 1920. Mrs. Church often drives the automobile for her husband on his trips through the territory.

**George I. Cochran**, president of the Pacific Mutual Life, heads the Los Angeles Community Chest, central division, which will handle the campaign for the big gifts during the 1928 drive of the organization, which commences Nov. 12.

**George M. Buck**, second vice-president of the Central Life Assurance of Des Moines, has returned from a three weeks' trip to the Pacific northwest. Mr. Buck visited all of the society's agencies from Minneapolis to Seattle and Portland during his trip.

**Martin P. Fleming**, president of the Estates Planning Service, has returned to his office at Buffalo after a two months' vacation at his country home in Eden, N. Y.

**Robert Lee Ward**, newly appointed manager of the Chicago office of the Manhattan Life, has had considerable experience in the life business and has a successful record as a personal producer. He became associated with the Grizzard System of Insurance at Chicago five years ago, later being transferred to Detroit and again to Cleveland, developing the interests of the organization in both centers. Upon his retirement from the Grizzard office, Mr. Ward joined the S. T. Whatley agency of the Aetna Life, leaving it in turn to accept his present important position with the Manhattan Life. He is a graduate of the Rockwell school of life insurance.

**Fred Hayes** of Monroe, Mich., has paid for \$250,000 during his first four months in the life insurance business. Mr. Hayes was formerly identified with a Monroe firm in another business when

he was appointed district manager for the Mutual Life of New York.

A "Father and Son Insurance" campaign is to be waged this fall by **Philip C. Poiner**, of the Newark, N. J., agency of the Connecticut Mutual Life. Mr. Poiner is an aggressive business producer and holds membership of the company's Quarter-Million Dollar Club.

**W. W. Williamson** of Williamson & Wellbeloved, Chicago general agents of the Connecticut Mutual Life, is not only a successful agency supervisor but is one of the big personal producers of the city. Mr. Williamson closed the Connecticut Mutual club year Aug. 13 with \$1,225,500 personally paid for business. Of this amount \$1,025,500 was placed with the Connecticut Mutual. Mr. Williamson is one of the strongest advocates for income insurance. His program is based almost entirely on the income plan. When he became thoroughly familiar with the functions of life insurance, he at once saw the advantage to many men of considerable income to have a trust arrangement hitched up with life insurance. During the club year Mr. Williamson has arranged for a number of life insurance trusts.

Ex-Governor **Arthur M. Hyde**, president of the Sentinel Life of this city, has been requested by the Republican national committee to make a speaking tour in behalf of the national campaign, starting in Missouri and working east to New York state.

**E. S. Villmoare**, vice-president of the Kansas City Life, has returned from a three weeks' fishing trip to northern Montana. Mr. Villmoare reports that trout fishing in Montana's mountain streams is real sport, and that he lost 17 pounds as a result of his strenuous exercise.

**Richard Boissard**, secretary of the National Guardian Life of Madison, Wis., is the father of a boy named after his illustrious grandfather. George A. Boissard, Jr., is a young man of fine promise. His grandfather is president of the National Guardian Life. He started in the newspaper ranks in Cincinnati. He made a splendid record with the Cincinnati "Enquirer" and then broke into life insurance with the Western & Southern Life.

**Edward B. Morris**, actuary of the life department of the Travelers, observed the thirtieth anniversary of his service with the company Sept. 12. Mr. Morris entered the life actuarial department on Sept. 12, 1898, a year after his graduation from the Sheffield School at Yale. He was appointed assistant actuary of the life department in 1906, and in 1914 was made actuary.

He is vice-president of the Actuarial Society of America. In addition to being a fellow of the Actuarial Society of America, he also is a fellow of the American Institute of Actuaries, the Casualty Actuarial Society and the Royal Statistical Society of England. He is a member of the American Statistical Association, the American Mathematical Society, Mathematical Association of America, the American



## NORTHWESTERN NATIONAL NEWS

This column contains condensed news items from the weekly newspaper published for Northwestern National Life agents.

### W. & O. Men Lead Roster in New Club

**MacKenzie and Goldish Are Highest on List of "Repeaters"**

To Colin MacKenzie, part time agent, and Ben Goldish, of Duluth, both White & Odell agents, goes the honor of heading the first standings of the new Repeaters' Club. These two agents lead the tabulations for August, Mr. MacKenzie leading in the amount of business placed on the lives of policyholders and Mr. Goldish taking honors in the number of applications written on similar lives.

### 39 Picked as Time Contest Lieutenants

**Aids to Captains Will Function Among Mates in Own Agency**

Thirty-nine agents from 14 agencies have been chosen to act as lieutenants in the "Win With Time" contest which is now in progress. These lieutenants will supplement the efforts of the four team captains in their attempts to stimulate their respective teams to victory when the contest closes October 31.

### N W N's New Model Ford is No Flivver, Performance Proves

Northwestern National has a new model Ford and it is not a flivver, either, the list of leaders for the week ending Thursday showed.

With the same name, but no relative of the famous C. D. Ford of the A. W. Cray agency, who writes 'em fast and furious, O. S. Ford of the new Hugh B. Keck agency of Chicago nevertheless is doing his bit to keep up the family reputation, he demonstrated. Mr. Ford of Chicago wrote nine applications for the week, to take honors in this respect.

**NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY**  
STRONG Minneapolis, Minn. LIBERAL

Academy of Political and Social Science, American Association for the Advancement of Science, the Royal Economic Society and Comité Permanent des Congrès Internationaux d'Actuaries.

Mr. Morris is a member of the committee of five actuaries appointed by Superintendent Beha of the New York insurance department for the purpose of recommending revisions of certain of the New York life insurance laws; a member of the permanent committee on insurance legislation of the American Institute of Actuaries, and a member of the committee on group mortality of the Group Insurance Association.

William G. Gooden, one of the best known life insurance men in Nebraska, died last week in Lincoln, after an illness of four days, from an acute attack of kidney trouble. He began work as an agent for the Bankers Life of Nebraska 35 years ago, and had organized and headed several of its agencies in the state. For several years he has been superintendent of agents, with headquarters in Lincoln. He was born in Iowa 58 years ago.

W. S. Hanley, agency secretary of the Old Line Life, Milwaukee, is on a trip to the Pacific coast on business, visiting agencies of the company at Seattle, Portland, and other western cities.

President Julian S. Myrick of the National Association of Life Underwriters and James Elton Bragg broadcast speeches over the radio this week in connection with the Detroit convention.

John P. Davies, former assistant superintendent of agencies for Northwestern Mutual Life, Milwaukee, who has been appointed general agent for the Penn Mutual Life at Oakland, Calif., was the guest of honor at a farewell dinner for him, given by the Alonzo Cudworth post of the American Legion at Milwaukee. Mr. Davies has been active in Milwaukee and Wisconsin American Legion circles during his residence in Milwaukee and is a past commander of this post and has been commander of the fifth district of the state department.

George Madoc Brinkerhoff, Sr., died at Springfield, Ill., Sept. 9, at the age of 89. As chief clerk in the state auditor's office he had charge of the supervision of the insurance companies operating in Illinois prior to the establishment of the insurance department. He was a brother of the late John J. Brinkerhoff, actuary of the Illinois insurance department for many years.

#### LIFE AGENCY CHANGES

##### LOONEY SMITH'S SUCCESSOR

**Former Manager of Massachusetts Mutual's Memphis Office Is Nashville General Agent**

J. H. Smith, general agent of the Massachusetts Mutual Life for Tennessee, with headquarters in Nashville and Memphis, has tendered his resignation and has been succeeded by his son-in-law, T. C. Looney, Jr.

Mr. Smith was connected with the company for 35 years, and for the last 32 years was general agent. He resigned because of ill health and expects to go to Florida to recuperate.

Mr. Looney has been with the company for several years and has been manager of the Memphis office for the past three and one-half years. He will divide time between the two offices.

##### A. E. Wonch

A. E. Wonch has been appointed Pacific northwest agency supervisor for the Montana Life. His headquarters are at Spokane. He has been in the life in-

## TWO NEW CONTRACTS

For children, age one day to insurance age fifteen. A 20-Year Endowment and 20-Payment Endowment at 85, with PAYOR FEATURE which waives premiums and pays cash dividends in event of the death or disability of PAYOR, who may be parent, grandparent or guardian. Full coverage after age five; graded death benefits prior to age five. Specimens and rates on request.

Address Agency Department

## THE MIDLAND MUTUAL LIFE INSURANCE CO.

Columbus, Ohio

Assets over \$16,000,000

In force \$98,000,000

## NEARING THE HUNDRED MILLION MARK OF INSURANCE IN FORCE!



## The Continental Life Insurance Co.

OF ST. LOUIS, MO.

Grows Stronger Every Day  
42,000 Policyholders  
Assets \$13,000,000

### LIFE - ACCIDENT - HEALTH

A few more hustling agents wanted in  
Highly Productive Territory

Close Home Office Cooperation

Write for particulars to

## Continental Life Insurance Co.

Ed Mays, President  
ST. LOUIS, MO.



Go Into Business with  
Us on the  
**PARTNERSHIP  
BASIS**

Life Health Accident  
**STANDARD  
SUB-STANDARD  
SUPER-STANDARD**

OHIO - INDIANA - MICHIGAN - KENTUCKY - PENNSYLVANIA  
WEST VIRGINIA - TEXAS - OKLAHOMA - CALIFORNIA - ILLINOIS - IOWA

Tell it all in first letter

**THE OHIO STATE LIFE INSURANCE  
COMPANY—Columbus, Ohio**

surance business 12 years, starting with a rate book and developing into a supervisor. For the last several years he has worked in a supervisory capacity in the northwest for eastern companies.

#### Vincent D. Miller, Inc.

Vincent D. Miller, Inc., of Seattle, Wash., has received appointment as northwest agent for the New England Life.

#### Vernon F. Macdonald

Vernon F. Macdonald, formerly manager of the National Life Assurance at Montreal, has been appointed manager for the Canada Life at Detroit.

#### Francis Shadle

Francis Shadle of Estherville, Iowa, has been appointed district manager for the Estherville vicinity for the New England Mutual Life. Mr. Shadle recently graduated from the University of Iowa.

#### Hugh L. Peoples

Hugh L. Peoples has been appointed instructor and supervisor of the Johnson & Clark agency of the Mutual Bene-

fit Life at Detroit. Mr. Peoples has been identified with the Mutual Benefit Life for the past 20 years as field man, cashier and supervisor. He goes to Detroit from the B. P. Rouse agency of Los Angeles.

#### Charles D. Yost

Charles D. Yost, former local representative for the Phoenix Mutual at Fort Dodge, has accepted the Fort Dodge agency for the Sun Life of Canada.

The new Sun Life agency will serve Webster, Hamilton, Humboldt and Calhoun counties.

#### A. F. McGuire

A. F. McGuire the new state manager of the Royal Union Life of Des Moines in Arkansas, has taken offices in the Federal Bank building in Little Rock. He is a very strong personal producer.

#### Argyle Brown

Argyle Brown, district manager at Evansville, Ind., for the Mutual Life of New York, has been appointed manager of the company's new branch at South Bend, Ind.

### EASTERN STATES ACTIVITIES

#### PHILADELPHIANS MAKE PLANS

Post Graduate Course for Managers  
Involves Series of Talks by  
Prominent Men

PHILADELPHIA, Sept. 13.—The Friendly Conference of general agents, managers and superintendents of the Philadelphia Association of Life Underwriters, in its program for the coming year has taken a radical step forward in so arranging the program that the series of addresses in reality become a school for managers.

The committee, which is headed by E. J. Berlet, terms its program "Post Graduate Helps for Life Managers," and declares that "it is, perhaps, the first time that all arrangements have been made for meetings of managers extending over an entire business year." In addition, the cost of the meetings is being underwritten by the managers themselves.

The program follows:  
Sept. 27, "Building the Agency," by Hugh D. Hart, vice-president Penn Mutual Life.

Oct. 25, "Direct Mail Work," Alice E. Roche, office manager of the Louis G. Paret agency of the Provident Mutual Life in Camden, N. J.

Nov. 22, "Securing Agents," Friend L. Wells, general agent Aetna Life at Baltimore.

Dec. 27, A speaker to tell sons of general agents about the life insurance profession; prizes for greatest number of sons, brightest red hair, tallest, heaviest, etc.

Jan. 24, 1929, A leading producer from New York City will tell "What the Agent Expects of His Manager."

Feb. 28, "Training the Agent," (a) The mass, or school method. (b) The individual method.

March 28, "Methods That Will Stimulate Business," Ernest W. Owen, manager of Sun Life at Detroit.

April 25, "Standardized Sales Talks," Raymond G. Gregory, Buffalo, agency manager Equitable of Iowa.

May 23, "Essential Factors in Agency Management and Development," Mansur B. Oakes, of Indianapolis.

June 27, "Selecting and Training Agents," Frank A. Wesley, general agent Columbian National at Pittsburgh.

#### Detroit Life Agents Meet

Detroit Life agents from Grand Rapids, Flint, Bay City and Lansing met in the latter city last week for a sales conference attended by President M. E. O'Brien of the home offices. The Lansing offices of Lamoreau & Evans, general agents, have recently been

moved from 607 Bauch building to 113 E. Allegan street.

#### Ohio State Man Honored

G. E. Shinkle, manager of the Huntington, W. Va., branch of the Ohio State Life, was high man in the writing of new business in August, President John M. Sarver announces. Mr. Shinkle and M. J. Lesnak of Youngstown have just been made members of the company's "Hundred Thousand Dollar Club."

#### Annual Convention Held

The annual convention of the Ohio Valley department of the Inter-Southern Life was held at Evansville, Ind., with more than 25 percent out of town delegates and agents attending. Talks were made by several representatives of the company, who predicted a fine volume of business during the closing months of this year.

#### Central States Enters Oregon

The Central States Life of Missouri has entered Oregon. J. E. Berg at Portland has opened state headquarters. Mr. Berg made a reputation in Denver as a personal producer and agency builder.

#### To Try Big Suit

The Metropolitan Life Insurance case, known in Ohio as "The Million Dollar Law Suit," will be heard by the court of appeals at Columbus on Sept. 19. The case involves the recent increase in the tax on outside life insurance companies doing business in Ohio and the suit was filed by the Metropolitan on behalf of all the insurance companies. The common pleas court held recently that the increase was invalid and the state has appealed the case to the court of appeals.

### MISSISSIPPI VALLEY

#### HOME OFFICE MEN'S CONTEST

Kansas City Life Gives Some Interesting  
Figures on the Campaign in  
Its City

A summer campaign lasting from July 16 to August 31, conducted by the home office agency of the Kansas City Life, brought out some interesting data. This campaign was based on percentage of excellence. Five interviews per day, six



hour field work, regular attendance at Monday morning meetings, equaled 100 percent. Of the 25 men entering this campaign, seven completed it.

Prizes were offered for the one scoring the highest percentage and writing the largest number of applications, and scoring the highest percentage and writing the largest volume of business. A. J. Brodie, home office representative, won the first prize with a score of 95 percent and 29 applications. Mr. Brodie's volume was \$73,500. J. E. Weis, home office representative, won second prize with a score of 91.2, 23 applications, \$37,250 of business.

The seven men completing the campaign held, during the seven weeks, 1,002 interviews which netted them 129 applications and a volume of \$288,500. They worked 1,868 hours. The average application was \$2,236, which is just about the company's average; 12.87 interviews were necessary for one application. A thousand dollars of insurance was written for every 6.4 hours spent in the field.

## TO POSTPONE ILLINOIS DAY

### Committee Decides That This Year Is Not the Right One to Inaugurate the Enterprise

At the meeting of the Illinois Insurance Day committee sponsored by the Illinois Insurance Federation held Tuesday in Chicago it was decided to postpone the inauguration of such a celebration until next year. Frank M. Chandler, assistant manager of the Employers Liability at Chicago, is chairman of Illinois Insurance Day committee. It was originally decided to have this Nov. 20. After consultation with

officers of a number of Illinois organizations it was felt best not to proceed until some definite program for public participation can be submitted to trade and civic organizations. Mr. Chandler declared that the celebration of a state insurance day must be the result of spontaneous enthusiasm and interest. It is further apparent, according to Mr. Chandler, that the elections this autumn and the activities in conjunction with them would greatly retard the necessary organization work. The committee decided therefore not to hold an insurance day celebration in Illinois this year.

### Will Give Insurance Course

Dr. J. Freeman Pyle, dean of Marquette University college of business administration at Milwaukee, announces that there will be an evening course in insurance principles and selling this year. Classes will start next week, the insurance work being every Thursday night from 7:30 to 9:30 o'clock. William Mountain of the Northwestern Mutual Life will have charge of the course. He is a graduate in liberal arts from the University of Wisconsin and took the Harvard University business administration course. While attending Harvard he was an instructor at Boston University. A number of insurance men will give lectures in connection with the course.

### New Cashier for Aetna

H. S. Ryan, cashier of the Aetna at Wheeling, W. Va., has been transferred to Des Moines in a similar capacity. He succeeds F. B. Gustafson, who left Des Moines to take up work in the west, after serving for seven years as cashier of the Aetna office.

which from my own observation is about the average time devoted to conscientious work by the average life insurance agent. Personally I have not killed myself in the life insurance business and yet I feel sure that I have earned and accumulated 10 times as much as I would had I followed a vocation satisfactory to my friends and kinsfolk. All of them advised me not to go into the life insurance business, but I know of no other that would have paid me as liberally for the time and effort I have devoted to business.

### Must Work Conscientiously

"This is a work of strong willed people, and it requires a little more than selling ability for a man to succeed when he is his own master. It is just as important that a life insurance agent work conscientiously six days a week as it would be for him to deliver a full value to his employer if he were working in an office on a straight salary."

He pointed out that selling insurance on a speculative basis is highly unprofitable and that no agent has ever made a success in the business writing insurance on this basis. He stated that notes had broken everyone who ever tried them as a means of building up volume of production and pointed out that the agent who sells on credit is working an injury to himself and also to the company. He added that it is just about as easy to get the cash with an application or on delivery of the policy as it is to collect a note.

Mr. Poyner congratulated both the agency forces of the Western Reserve Life and the company itself on having A. F. Ashford in charge of the agency department, complimenting him for his energy and his technical knowledge.

Mr. Poyner concluded his remarks with the statement that "there is not enough difference between the best and the worst companies to justify knocking any company, and my last word of advice to you men in the field is to consistently boost all legal reserve insurance companies."

## KENTUCKY DAY SUCCESSFUL

### Pageant at Fair Grounds Depicts Development of Fire Prevention Apparatus—Banquet in Evening

LOUISVILLE, KY., Sept. 12.—The first Kentucky Insurance Day, held in connection with the Kentucky State Fair, at Louisville, proved a very well attended and successful affair. The advance sales of tickets to the banquet, at night were in the neighborhood of 400, while many as usual waited until the last moment to secure their tickets. A number of the prominent insurance

men from various sections will speak. Gov. Flem D. Sampson, of Kentucky, and Mayor W. B. Harrison, of Louisville, are on the program.

Insurance interests believe that the insurance day program is going to prove of considerable benefit. This afternoon there was a pageant in which improvement of fire fighting equipment was shown, from the days of the old hand drawn engine to the most modern equipment of the present day. There were fire prevention and life insurance movies at the fair grounds, open to the public.

### National Security Record

The National Security Life of Wichita Falls, Tex., issued \$707,000 in August with \$522,000 paid for in cash. This record was made in the company's thirteenth month of operation. Paul M. Bush led the agency with 49 applications for \$203,400. In July and August Bush wrote 77 applications for \$324,920. This is a new record for number of applications and volume written by a new man with a company in a new territory. H. C. Bundick was runner up for August with \$102,335; V. A. Kent, in third place with \$52,750.

Henry Camp Harris, active vice-president and agency director, advised that Station KGKO is to be operated from the studio of the National Security Life Insurance Company and will be on the air in a few days. This is the only high-powered radio station in West Texas.

### Leaves Life Insurance

Marshall E. Vaughn, for the past three years state manager for the Reliance Life, has joined the organization of the Guaranteed Bond-Mortgage Company of Atlanta as sales manager, it has been announced.

### Metropolitan Agents Hold Outing

Twenty agents of the Metropolitan in the western Arkansas district went on their annual outing Sept. 8. They motored to Fine Springs, in the Ozark hills, where they had swimming and other contests. Jack Hendry, manager, who has just returned from a vacation trip in St. Louis, was in charge of the affair.

### Richmond Agency Writes Volume

The paid for business of the Richmond, Va., agency of the Mutual Life of New York in July and August combined totaled \$649,000. A total of 363 applications were written in this period amounting to \$1,195,000. In July and August, 1927, there were 275 applications amounting to \$1,039,000 and paid for business of \$514,000.

## IN THE SOUTH AND SOUTHWEST

### PLANNING VIGOROUS CAMPAIGN

#### Southern of Nashville Disposes of All Real Estate Acquired in Standard Life Deal

The Southern of Nashville is now planning a vigorous campaign for new business and is developing an extensive agency organization. It has finally closed a sale for \$1,250,000 real estate in Georgia which it acquired in 1925 through the reinsurance of the Standard Life of Atlanta. The Southern since that time has disposed of the business purchased from the Standard Life and now has sold the real estate acquired through this transaction. It has reinsured with the Citizens Life of Huntsville, Ala., some business that the Southern purchased in 1924 from the Mississippi Life. Will G. Harris, who was president of the Southern until 1927 and who since that time has had a general agency contract with it, is taking a general agency with the Citizens Life. Mr. Harris has disposed of the larger part of his holdings in the Southern and has resigned from the board. He expects now to devote all his time to the Citizens Life. Russell E. Sharp is the president and guiding spirit in the Southern.

### Mutual Benefit Officers Speak

John R. Hardin, president, and Oliver Thurman, vice-president of the Mutual Benefit Life of Newark, were in Louisville on Sept. 10, to talk before agency organizations there. They also spoke to the Life Underwriters Association of Louisville at noon Sept. 11.

### Illinois Life Man Dies

Orman H. Gabel, 50, district manager of the Illinois Life, died at his home at Joliet, Tenn., last week after a heart attack. He had been district manager for the company for 14 years.

### URGES CONSCIENTIOUS WORK

#### Vice-President Poyner, Southern Union Life, Addresses Western Reserve Life Meeting

Tom Poyner, vice-president of the Southern Union Life was the honor guest of the Western Reserve Life during a two day convention held recently at the offices of the company at San Angelo, Tex.

Mr. Poyner made an interesting talk on life insurance and his opening statement, "Dull periods of business and adverse conditions do not kill the necessity of life insurance, and in that we life insurance men are extremely fortunate," was used as a topic for his discussion.

"The business of life insurance is extremely kind to those who have consistently performed and will pay higher returns to any man who really works than any other occupation that he might choose."

### Decries Set Formula

As a practical life insurance man Mr. Poyner decried any set formula for selling life insurance. He pointed out that any plan carefully worked out in advance with the idea of selling a prospect was usually upset within the first two or three minutes of an interview by an inopportune question advanced by the prospect himself. In his opinion the best plan is to thoroughly ground oneself in what life insurance is and what it can do for the assured, and then meet opposition on the part of the prospect as it is advanced by him.

"The man who goes out and creates life insurance business should be and is the best paid man in this business and in addition to the ample reward which you get for your work you are your own master. You can't be stopped from working as many hours a day as you want to, and there is none but yourself to make you work more than one hour a day for three days a week,

## PACIFIC COAST AND MOUNTAIN FIELD

### CAN RECOVER PREMIUM PAID

#### Agent Who Advanced Money for Policyholder Entitled to Full Amount Without Any Deductions

In O'Reilly vs. Miller, Supreme Court of Washington, 268 Pac. 869, the plaintiff wrote a \$5,000 policy on the life of the defendant. When plaintiff delivered this policy the defendant was unable to pay the premium of \$321.80. The defendant thereupon agreed that if the plaintiff would pay the premium that he would be repaid thereafter.

Plaintiff thereupon paid the premium, and not receiving reimbursement from the defendant, filed suit to recover the amount. The defendant set up a number of defenses, among them being that the evidence was insufficient to show a request to pay the premium, and that plaintiff had not in fact paid the full premium, anyway, because his commission had been deducted therefrom. The trial court found for the plaintiff. On

appeal the higher court in reviewing the record and in affirming the judgment rendered, said:

"First, it is urged that the evidence did not warrant a recovery, inasmuch as there was not a sufficient showing that the premium was paid at appellant's request. The record, upon examination, discloses that the evidence is conflicting, and under our repeated holdings we cannot reverse the judgment unless it preponderates against the findings of the trial court. This it does not do.

"Second, it is urged that respondent did not pay the full premium to the insurance company. It appeared from the testimony that respondent was entitled to a commission from the insurance company for writing the policy issued to appellant, and that when respondent made payment to the company he paid up the amount of the premium less his commission. Therefore, it is urged that the only amount recoverable from appellant is the actual amount paid in cash to the company.

"Appellant, however, is not interested

in the question of whether respondent actually paid any cash at the time to the company or not. His dealings might have been such that the company owed him rather than he owing the company. A cancellation of mutual obligations would be sufficient to discharge the premium debt.

"The fact remains that appellant owed the company \$321.80; that respondent agreed to and did pay and discharge the same. It follows that appellant is liable. Judgment affirmed."

#### Woman Makes Record

Miss R. K. Miles, though with the company but one year, made the highest production record of the Oregon agency of the Sun Life and as the result of her efforts she has qualified for the MacCaulay \$100,000 Club and becomes a delegate at the annual convention at Banff.

#### Hill Agency Leads

The Arthur J. Hill agency of the State Life of Indiana in California, reports that it is \$2,500,000 ahead of the same time last year in new paid for business. During August a member of the Hill Agency, E. E. Nelson of Madera, a town with approximately 3,500 population, was the leading producer

for the company throughout the country, with more than \$200,000 of new business submitted for the month. The California agency led all of the company's agencies for August, this being the eighth consecutive month of leadership for California.

#### Hollebaugh Giving Sales Course

C. W. Hollebaugh, field secretary of the Western States Life, is presenting a course in life insurance salesmanship in the extension division of the University of California at 540 Powell street, San

Francisco. This course, the second Mr. Hollebaugh has conducted, opened Sept. 13. Classes meet each Tuesday and Thursday evening until 15 two-hour sessions are completed. A fee of \$12, plus \$1 for extension division enrollment, is charged.

#### Take Out Huge Policy

The Colorado Fuel & Iron Co. of Denver has taken out a \$20,000,000 group policy for 11,000 employees with the Equitable Life of New York. The total annual premium on the policy will exceed \$250,000.

## IN THE ACCIDENT AND HEALTH FIELD

### RULING AFFECTS POLICIES

#### Oklahoma Department Will Not Approve Forms About Underwriting When Conveyance Is Included

OKLAHOMA CITY, Okla., Sept. 12.—A ruling that has been made by the Oklahoma insurance department affecting policy forms of companies writing health and accident indemnity. Many complaints have come to the department

following accidents where the assured claimed to have been unsuccessful in collecting on a policy where the holder had been injured while in some conveyance. The ruling made by the department is:

"Policy forms will not be approved which make any indemnity payable thereunder contingent upon the wrecking of a conveyance in which the assured may have been riding."

A local instance is cited. A man was riding on a street car. The car ran into

an automobile, damaged the front end, broke some windows, and in the accident the man was injured. The car, however, was not so badly wrecked but that it continued to town and the terminal station under its own power. When the injured policyholder tried to collect he was refused on the ground that the vehicle in which he was riding was not wrecked. Many such instances have come to the attention of the department, and the ruling, believed to be the first to be made in such instances, was the result."

#### Lumbermen's Mutual Casualty Licensed

The Lumbermen's Mutual Casualty has been licensed to write in Canada personal accident insurance. Vance C. Smith of Toronto, Ontario, is company's Canadian chief agent.

#### Los Angeles Club Meets

The Los Angeles Health and Accident Managers' Club held a special meeting following the vacation period. The meeting was called for the purpose of discussing plans for the joint meeting to be held with the San Francisco Club on Sept. 22. An attendance committee was appointed by H. F. Thompson, president, of which A. G. McKinnon was made chairman. About 30 members from the Los Angeles club are going to San Francisco.

At the special meeting the Associated Life of Los Angeles was admitted to membership, Mr. Wills to be the attendance company member. Mike O'Sullivan offered for withdrawal his membership as Mountain States Life, in favor of the Occidental Life of Los Angeles, which was accepted unanimously, the Occidental recently having purchased the Mountain State health and accident business.

#### Company Held Liable

The claim that stealing a ride on a freight train invalidates an insurance policy issued to Noel Ragan, is not recognized by District Judge Ely in an order and ruling filed last week in district court at Davenport, Ia. This decision came in an action brought by Mrs. Lena Ragan against the Provident Life & Accident.

Ragan was killed in April, 1927, near Cameron, Mo., while stealing a ride on a freight train. In resisting collection on an accident policy held by the insured, the insurance company set up the claim it was not payable because Ragan had violated the law at the time of his death.

In his ruling Judge Ely held that Ragan's death resulted directly from a train wreck and that his riding on the train at the time was a mere incident and not the cause of death. The ruling further holds that the insurance company's answer does not constitute a valid defense to the plaintiff's cause of action.

#### Producers Studying Sales

L. W. Burger, Chicago city supervisor of the United States Fidelity & Guaranty, has inaugurated classes in accident and health salesmanship for agents and brokers in the company's city offices. A-1429 Insurance Exchange South. The first of the classes was held on Monday evening of this week. A class in accident and health will be held every Monday evening for the next seven or eight weeks, whereafter other lines of business will be taken up if the accident and health classes are successful. C. J. Pohl, Chicago manager of the accident and health department of the company, is handling the classes in accident selling. On Monday he addressed the 25 men who attended the meeting and then invited questions. Many were asked and the meeting is considered highly successful.

#### McIntosh on Tour

Fred W. McIntosh, western agency manager for the Monarch Accident, is on a three weeks' trip to the east. He will hold agency meetings at Chicago, Columbus, Washington, Baltimore, Philadelphia, New York and will attend the September board meeting of his companies at Springfield, Mass., Sept. 20.

#### Is Motorcycle an Automobile?

The only question in dispute is whether a motorcycle is an automobile within the legal meaning and scope of the policy. Held that it is matter of

## Our Agents Have

A Wider Field—  
An Increased Opportunity  
Because We Have

General Age Limits 0 to 60.  
Non-Medical Age Limits 0 to 45.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies, Medical and Non-Medical.

Same Rates for Males and Females, Medical and Non-Medical.

Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.

Standard and Substandard Risk Contracts.

Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.

We have openings in Ala., Ariz., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.



common knowledge of which the courts must take judicial notice, that the word "automobile" means one thing and the word "motorcycle" means something essentially different. The policy is as plain in its terms as most policies of insurance. The court feels that a reasonably prudent person, owning a motorcycle, casually reading the policy, would at once see that it did not cover the kind

of risk he would naturally want to insure against. The word "automobile" as used in the policy in suit does not mean or include "motorcycle." Complaint dismissed. *Colyer v. North American Accident, N. Y. Sup. Ct., Chenango Co.*

The Provident Life & Accident has been admitted to Colorado by Commissioner Cochran.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

## WISCONSIN NATIONAL RATES

### Oshkosh Company Reduces Premium Rates on Some Limited Payment and Endowment Forms

The Wisconsin National Life of Oshkosh has made a downward revision of some of its limited payment and endowment policies. The new rates follow:

Annual Premiums Per \$1,000						
Age	10	15	10	15	20	
	Pay	Pay	Pay	Pay	Pay	Year
	Life	Life	Life	Life	Life	End.
15.....	\$32.44	\$23.93	\$87.72	\$56.54	\$40.40	
16.....	32.95	24.20	87.78	56.58	40.45	
17.....	33.47	24.48	87.85	56.63	40.50	
18.....	34.00	24.77	87.91	56.69	40.57	
19.....	34.54	25.07	87.98	56.74	40.62	
20.....	35.09	25.40	88.06	56.80	40.73	
21.....	35.64	25.80	88.13	56.87	40.80	
22.....	36.22	26.22	88.21	56.94	40.87	
23.....	36.82	26.64	88.29	57.01	40.94	
24.....	37.45	27.08	88.38	57.08	41.03	
25.....	38.09	27.55	88.46	57.16	41.11	
26.....	38.76	28.04	88.56	57.24	41.20	
27.....	39.45	28.54	88.66	57.32	41.30	
28.....	40.17	29.05	88.76	57.42	41.40	
29.....	40.91	29.59	88.87	57.53	41.52	
30.....	41.69	30.14	88.98	57.63	41.64	
31.....	42.49	30.75	89.10	57.75	41.77	
32.....	43.32	31.42	89.23	57.87	41.93	
33.....	44.18	32.10	89.37	58.01	42.08	
34.....	45.07	32.82	89.51	58.16	42.26	
35.....	46.00	33.56	89.67	58.32	42.45	
36.....	46.96	34.33	89.83	58.50	42.67	

### Equitable of New York

The Equitable Life of New York announces that its double indemnity accident limit has been increased to \$50,000 in connection with new policies of life insurance.

Lester C. Bennett has been appointed manager of the brokerage department of the R. A. Van Alst, Jr., general agency of the Berkshire Life in New York City.

## WITH INDUSTRIAL MEN

### NEWS OF THE PRUDENTIAL

#### Number of Promotions to Position of Assistant Superintendent Have Been Announced

Charles M. Shaw, formerly an agent of the Burlington, N. J., district of the Prudential, has been promoted to be an assistant superintendent to succeed Assistant Superintendent Frank R. McQuaide, at Riverside, N. J. Mr. McQuaide was transferred to a new assistant in Burlington, N. J.

George T. Platt, agent in Trenton, N. J., No. 1, has been promoted to be an assistant superintendent in Trenton 1, to succeed Edgar H. Beatty who was transferred to Lambertville, N. J.

Agent Erith F. Franz has recently been promoted to assistant superintendent of the Des Moines district.

Agent M. A. McNeerney of the Birmingham, N. Y., No. 1 district, is making his usual good record in industrial and ordinary.

Superintendent J. A. Troke, of the Trenton No. 2 district, leads the Canadian division on a proportionate industrial net increase basis. Second position is occupied by Superintendent W. J. McDonnell, of Toronto No. 3, who is followed by Superintendent G. E. Long, of Toronto No. 5. The leading assistant in the ordinary net issue is J. O. Cyr, of the Montreal No. 2 district. Agent J. Paradis, of the Montreal No. 2 district commanded first position in the agency ranks, seconded by Agent A. Bolton of Toronto No. 5, in this same activity.

The growth of the debit in Division E territory has necessitated the creation of two more assistantcies, one at McKeesport and the other at Oil City-Meadville, Pa. Harry C. Delts was advanced at the former point, and Percy J. Clark will supervise the staff at Meadville. Other changes have resulted in the promotion of Agents Charles O. Case, Jr., and

Charles F. Dempsey, at Pittsburgh Nos. 3 and 1, respectively.

The districts of Division E are engaged in a contest based on joint results during the third-quarter of this year, and the end of August found the McKeesport district of Superintendent C. S. Mears in the lead, having replaced the Altoona No. 1 district. Superintendent W. B. Irvin, which ranked No. 1 at the end of July.

Assistant Superintendent T. P. Cassidy of the Bridgeport, Conn., district, leads all assistant superintendents in Division I in industrial net increase.

James H. Adams of Lexington, Ky., for many years superintendent of the Prudential Life in Lexington, died during the week after a long illness. He joined the Prudential in 1894.

Ray W. Bowlus, 43, who has been with the Prudential Life at Denver, Colo., for 11 years, died recently. He was a native of Fremont, O.

Fifty-seven employees of the Prudential Life representing the force of employees in Terre Haute, Brazil, Clinton, Ind., and Paris, Ill., were the guests of E. Carl Farmer, district superintendent at a picnic meeting at Turkey Run State Park northeast of Terre Haute.

William J. Greene will begin, on Sept. 17, his new duties as assistant superintendent of the additional assistantcy created in the Toronto No. 4 district of the Prudential. He was introduced into the agency ranks on Sept. 27, 1928.

The following promotions to the position of assistant superintendent are made in Division F: Charles F. Finney, at Circleville, detached of Chillicothe, Ohio; French A. Broyles, of Charleston, W. Va., and Robert H. LaFontaine, at Cleveland No. 2.

On Oct. 1, Assistant Superintendent Charles D. Barr will have completed 25 years of service and will be welcomed into the ranks of Class "E" Prudential Old Guard. He entered service as an agent in the Chicago No. 8 district and served in this capacity until April 30,

## Pan-American Life Review

Published Every Month in the Interest of the Field Organization of the PAN-AMERICAN LIFE INSURANCE COMPANY

CRAWFORD H. ELLIS, President  
E. G. SIMMONS, Vice President and General Manager

September, 1928

**Years Do Not Make Fortunes—They Only Make Old Men and Old Women**  
"No snow falls lighter than the snow of gray hair; yet none lies heavier for it never melts."

At age 65 out of each 100—  
19 have no income  
29 have less than \$700 a year; and only 23 have an income greater than \$1500 a year

and fewer men at age 75 have \$100 than at 25—in spite of 50 years of hard work.

Still no young man thinks that he is ever going to be old and poor.

Old Age is ahead of us all and when it comes many of us may live for twenty or thirty years without the ability to produce—dependent upon others.

It is a strange thing that we look forward to old age as a brief period—a time when privations or suffering at the worst will be for only a short time. The facts do not justify such an attitude. Look about you, go over in your mind the ages of the old people you know and you will be astonished at the number who are eighty.

As age 60 or 65 is the generally accepted time of voluntary or enforced retirement, you can see how necessary it is to make adequate provision for this time of life in advance.

Whatever happens when we are young may be due to circumstances beyond our control. Whatever happens when we are old is due to what we have done in the meantime.

One of the most potent appeals when the up-to-the-date Life Insurance Agents is making to his prospects is that which involves the benefits for old age.

The Pan-American Life Insurance system of saving through an Endowment Policy maturing at age 60 or 65, helps keep the money saved and guarantees a life income for old age needs.

Mr. C. D. Corey, Vice President and Superintendent of Agents, has prepared a presentation and illustration on the Endowment at age 60-65. If you are not already using these sales talks, let us know and we will be glad to send you copies.

### "Too Late" After September 30th

On September 30, 1928, the contest for Palm Beach closes and business received in the Home Office after that date will not count on your qualification for attendance.

There is still time in which you may complete your qualification. Don't wait until the last minute and then have your applications arrive in the Home Office "Too Late."

We are counting on seeing YOU at the Royal Poinciana Hotel, Palm Beach, on January 23, 24 and 25, 1929.

### Mr. Tamara Wins Production Honor

We are very proud of Mr. M. A. Tamara of the New Orleans Agency who is among the first group of 23 to win first degree emblem of the International Weekly Production Club sponsored by the Insurance R & R Service. Mr. Tamara enrolled in the Club membership last December and on June 23rd completed twenty-five weeks of consecutive production under the club plan. Particular honor is due to Mr. Tamara in that he was quick to grasp the value in the club plan enrolling almost immediately after the first announcement. Mr. Tamara is a successful weekly producer with a record covering more than two years of consecutive work. When we asked Mr. Tamara how he keeps up his weekly production, he said: "My weekly production story is not dramatic, but as simple as a gospel narrative. My plan is to know that I am going to get my app and not to fear." A right mental attitude is a simple formula for success and one easy to adopt.

The mass figures for the group of winning agents constitute a remarkable tribute to the

value of consecutive weekly production idea. In the 25 weeks, the 23 agents wrote 1,023 applications. The group produced an average of 40.8 applications per week, or an average per agent of 1.77. Determining to produce at least one application a week, the winning members found that their production was more nearly two applications. The agents in the winning group produced an average per agent of 7.39 applications. This is proof that weekly production is possible and profitable.

### Mr. Hicks Stages Unique Contest

Mr. Ralph W. Hicks, the Company's Supervisor in Birmingham is staging rather a unique thirty-day contest in his Agency. Each \$1,000 of Life Insurance and each \$20.00 of Accident and Health premiums will entitle the agent securing the business to one chance in the lottery which will be drawn at the close of the contest. Quite naturally the agent writing the largest volume of business will have the best chance of being the lucky man. To the winner will go \$20.00; \$10.00 will be awarded to the second; and \$5.00 to the third. The winners of this Contest will be announced in next month's Review.

### App-a-Week Club in Louisville

Starting the first of September, Mr. J. L. Strickland, Manager of the Life Department of Gaunt & Harris Agency, inaugurated an App-a-Week Club in that Agency. Mr. Strickland is using a large chart in the office for keeping this record, so that results will be prominently displayed at all times. There is no question about consecutive production making for success. It is the steady writing of the little applications which pile up the big yearly records.

### Los Angeles Appointment

It is with a great deal of pleasure that we announce the appointment of Mr. Henry M. Shove, as Manager of the Company's Los Angeles Branch. Mr. Shove's appointment was confirmed upon Dr. Simmons' return from California on August 2nd.

Mr. Shove brings to the Pan-American many years of experience in Life Insurance work. He entered the Life Insurance business in 1913 and for many years was associated with both the Mutual Life and the Equitable Life in Iowa, moving to California a few years ago where he became

associated with the Equitable Agency in that State. During the past year he has been Assistant Manager of the Union Central Life in its Los Angeles Branch. We are sure every one associated with the Pan-American will give Mr. Shove a sincere welcome.

### Mr. Muras Has Insurance Booth

A Pan-American Life Booth was conducted recently at the Shiner (Texas) Fair by Mr. Joseph Muras. The booth was decorated in red, white and blue and the signs also carried out this color scheme.

One of the attractions of the booth was a guessing contest. Mr. Muras filled a jar with new pennies and each visitor was asked to guess the number of pennies in the jar. Two prizes were offered—\$10.00 in gold for guessing the exact number of pennies and \$5.00 in gold for guessing the nearest number of pennies in the jar.

First prize was won by Miss Betha Waltersdorff of Hallettsville, Texas, the town in which Mr. L. F. Mikulenska resides, and the second prize was won by Annie Mikeas, age 13, of Shiner, Texas.

Mr. Muras distributed circulars and blotters to the adults visiting the booth and each child received a small package of candy. There was a crowd at the booth from early in the morning until 11 P. M. and about 10,000 visitors registered during the four days.

We are confident that this splendid advertising will not only result in a great deal of direct business but will unquestionably add materially to the prestige Mr. Muras and his associates enjoy in Shiner and vicinity.

### Pan-American Service

Educational Course.  
Sales Planning Department.  
Unexcelled Life Policies.  
Child's Educational Endowment.  
Combination Life, Accident and Health Policy.

Substandard Insurance for Under-average lives.

Group Insurance.  
All forms of Accident and Health Insurance.

We have a few general agency openings for men who measure up to Pan-American ideals. For information write to

E. G. SIMMONS,  
Vice-President and General Manager

THIS IS A MINIATURE COPY OF THE REGULAR PAN-AMERICAN REVIEW.

1904, when he was promoted to assistant superintendent in the same district. He has also been connected with the Chicago No. 4 and No. 6 districts and is now serving as an assistant in Chicago No. 11.

Industrial leadership in Division O is held by Assistant Superintendent E. W. DeCordova, of the Poughkeepsie, N. Y., district, who has made a creditable record so far this year in this branch. Agent J. H. Bennett, of Camden, N. J., district, No. 1, heads the list of agents.

C. A. Struble, assistant superintendent in the Asbury Park, N. J., district, is setting the pace in ordinary thus far this year. Agent N. Schweiger, of Middletown, N. Y., is at the top of the list of agents in ordinary.

#### NEWS OF THE JOHN HANCOCK

##### Number of Promotions Have Been Made From the Men Who Have Been Active

The following have been promoted from agents of the John Hancock Mutual to assistant superintendents in the districts of their service:

Laban M. Tarter, Kansas City; John J. Luddy, Haverhill, Mass.; Chas. L. Schaefer, Newport-Covington, Ky.; Harry J. Hoffmann, Chicago 5; Walter A. Groat, Amsterdam, N. Y.; Robert Cardwell, Elizabeth, N. J.; Otto H. Uhlman, Elizabeth, N. J.; Peter Kowalchuk, Elizabeth, N. J. (Perth Amboy detached); Samuel E. Arvidson, Louisville; James L. Driscoll, Louisville; Raymond J. Peck, Moline, Ill.; Emery L. Chase, Portland, Me. (Lewiston detached); Chas. C. Litter, Oakland, Cal.; Clarence S. Schick, Erie, Pa.; Ralph C. Polen, Peoria, Ill.; Warren L. Marshall, Aurora (Joliet detached); Sidney J. Elgin, Indianapolis; Alex J. Sikorski, Indianapolis; Alex J. Kurzy, Chicago 5; Daniel F. Donovan, Cambridge, Mass.; Fortunato Spagnolo, Yonkers, N. Y.; John F. Flanagan, Chicago 6; John C. McGill, Brooklyn 2; James Gibbons, Cincinnati 2; David J. Kull, Detroit 1; Ljubomir Plavljanih, Detroit 3; George W. Clabby, Waltham, Mass.; Joseph H. Lynch, San Francisco; Ernest J. Phair, Concord, N. H. (Berlin de-

tached); Noel K. Collins, Toledo, Ohio; Chas. D. Bork, Toledo, Ohio; Hugh D. Peters, Detroit 4; Herbert E. Boyd, Detroit 2.

Those promoted and transferred are: John M. Bartiste, from agent at Long Island City to an assistant superintendent at Baltimore 2; Harold L. Towney, from agent at Detroit 3 to an assistant superintendent at Toledo, Ohio; Robert W. Renz, from agent at Philadelphia 5 to an assistant superintendent at Lancaster, Pa. (York detached); Laurance E. Lambert, from agent at Los Angeles 1 to an assistant superintendent at Los Angeles 2; Thomas R. Fallon, from agent at Brighton to an assistant at Flint, Mich.; Paul E. Eagan, from agent at Quincy, Mass.; to an assistant superintendent at Akron, Ohio; Ray B. Bidwell, from an agent at Columbus, Ohio to an assistant superintendent at Newport-Covington, Ky.

Assistants transferred are: Edward P. McNamara, from Detroit 1 to Detroit 2; Richard W. Groom, from Davenport proper to (Clinton detached) of same agency; Lee Younkin, from (Clinton detached) to Davenport, Ia. (proper); Jack Jare, from Hempstead, Long Island to Woodhaven, L. I.; Albert Laliberte, from Portland, Maine (Lewiston detached), to Flint, Mich.; Charles A. Zollo, Roscoe C. Higgins, Joseph M. Murphy, Sr., from Jamaica to Woodhaven, L. I.; Earl R. Mason, from Allentown, Pa., to Bethlehem detached of same agency.

Other changes are: George L. Goodness, from assistant cashier at Brooklyn 4 to cashier at Woodhaven, L. I.; Andrew Dennehy, from agent to agency supervisor at Pawtucket, R. I.; Joseph T. Drummond, from assistant cashier at Brooklyn 2 to cashier at Brooklyn 6; Francis T. Doran, training cashier at Waterbury to cashier at Manchester, W. P.

#### Western & Southern News

Western & Southern Life legion memberships have been awarded to Agent F. P. Hoy, Columbus, O., North, for 25 years of service; Assistant Superintendent D. R. Kelso, Zanesville, O., district, for 20 years of service, and Assistant Superintendent B. J. Perry, Chicago-Roseland district, for 15 years of service. Herman H. Fox, formerly assistant

superintendent of the Western & Southern Life at Richmond, Ind., has been placed in charge of the Granite City, Ill., office. W. H. O'Brien is temporarily in charge of the Chicago-Englewood office.

The Western & Southern has promoted the following agents to assistant superintendents: L. Taylor, St. Louis West; H. Johnson, Hamilton; L. Aleson, Wheeling; A. Travitt, LaPorte, Ind., and S. Banoul, Chicago-Humboldt.

#### O'Reilly Goes to Passaic

John H. O'Reilly, for several years past agency supervisor in the Bridgeport, Conn., agency of the John Hancock Mutual Life, has been appointed superintendent of the company's office at Passaic, N. J. The Passaic agency

was formerly under the supervision of the Patterson office, and now becomes an independent district.

#### Insurance Men Enter Politics

J. D. Peake, manager at Richmond for the Life & Casualty of Tennessee, is running for Congress in the Third Virginia district. J. E. Maynard, agent for the Life of Virginia, has also cast his hat into the ring.

#### J. L. Boyd Dead

John L. Boyd, superintendent of the Salisbury, N. C., district of the Life of Virginia, committed suicide last week by firing a bullet into his brain.

### NEWS OF LOCAL ASSOCIATIONS

#### CONDUCTS NOVEL CAMPAIGN

##### Sentinel Life Features Election for September Campaign for Accident and Health Drive

KANSAS CITY, MO., Sept. 13.—The Sentinel Life is conducting a unique and timely contest during September which is designated the "Sentinel September Election." There is a complete state ticket to be elected including 12 officials from the governor to the coroner, and votes will be based on production in accident and health business. The platform was announced in the first piece of literature on the contest sent from the home office, and it set forth the stand of the party on such important subjects as foreign relations, tariff, education and other timely questions.

The nature of the contest provides unusual opportunities for clever literature during the campaign. The first issue of The Sentinel is off the press and carries news of the campaign from all parts of the country. We see that John Roach

Stratton has announced the support of the Anti-Saloon League will go to E. A. Crandall of Portland, and Albert Warren of Galesburg, Illinois, is confident of the support of the corn belt. Al Smith has lined up with P. W. Bouldin of Detroit in his fight for the governorship, and altogether all indications are for a hard fought battle with little to base predictions upon.

#### SALT LAKE AGENTS CONVENE

##### First Meeting Held Following Summer Vacation—New Officers Installed for Coming Year

SALT LAKE CITY, Sept. 13.—The members of the Utah Life Underwriters' Association held their first meeting following the usual summer vacation. The attendance was larger than normal and prospects for an unusually successful season from the association standpoint are good. R. W. Anderson, Equitable Life of New York, retiring president, introduced the new president, John James,

# MINNESOTA

**WE** are now ready to offer to acceptable men Direct Home Office General Agency Contracts in the State of Minnesota. If you feel you are capable and qualified to develop a real agency, then here is your opportunity. Our contracts provide for liberal first year commissions and non-forfeitable renewals.

Our policies are fair and liberal, the net cost on a low, competitive basis. All Standard Policies are written with or without Total and Permanent Disability, Premium Waiver and Double Indemnity.

Thirty-two years of experience with Monthly Payment plans has taught us that installment buying is here to stay. Every policy issued by this company may be sold on the monthly installment basis. Our \$1.00 a Month Policy gets the business where others fail. It is issued on a very short non-medical application, to children from six months to nearest age 9, and the adult form from nearest age 10 to nearest age 60. Why not investigate? Write direct to the Home Office.

*Serve and Succeed With The*

## Springfield Life Insurance Company

SPRINGFIELD, ILLINOIS

A. L. HEREFORD  
President

C. HUBERT ANDERSON  
Superintendent of Agencies



## KANSAS CITY LIFE INSURANCE COMPANY

Home Office, Kansas City, Missouri

### ASSETS

\$50,000,000.00

### INSURANCE IN FORCE

\$385,000,000.00

*Operating in 40 States and  
particularly interested in  
developing its territory lying  
east of Mississippi River*

J. B. Reynolds, Pres.

C. N. Sears, Sec'y.

J. F. Barr, Vice-Pres. and Supt. of Agts.

O. Sam Cummings, Asst. Supt. of Agts.

3520 BROADWAY

KANSAS CITY, MO.



"THE FRIENDLY COMPANY"

## The Life Profession

The Life Underwriter has rapidly taken his rightful place in the business world. He ranks high in his community and is a mighty bulwark against those three—who usually travel hand in hand—Poverty, Sickness, and Death.

If you are interested in such a profession with a company who, through conservative, consistent growth, has gained an enviable place in the insurance circles, it will pay you to be friendly with the

## PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

FRANKFORT

INDIANA

Opportunities in Indiana, Illinois, Ohio, Michigan  
Tennessee, Arkansas, Iowa, California and Texas

## Friends Everywhere

**L**ONG established and consistently progressive, providing perfect protection at a net cost which is notably low, and rendering prompt and efficient service, the Massachusetts Mutual stands out as an ideal company to represent. Many years of square dealing are back of every one of our agents. They find enthusiastic friends of the Company everywhere.

## MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

Organized 1851

*More than a Billion and a Half of insurance in force*



**LIBERAL  
Contracts,  
Liberally  
Interpreted**

**L**ONGFELLOW said: "There is an honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits."

Every policy-contract of the reputable life insurance company of today is based on this premise: that the permanent best interests of the *insured* are equitable with, and indispensable to, the permanent best interests of the *insurer*.

*To the liberal wording of its contract provisions, The Guardian adds an outstanding liberality of spirit in interpreting those provisions. Ask our nearest Guardian representative to show you a specimen of the up-to-date Guardian contract.*

THE GUARDIAN LIFE INSURANCE COMPANY  
of AMERICA

"The Company that Guards and Serves"

50 UNION SQUARE

NEW YORK CITY

Occidental Life of Los Angeles and former Utah insurance commissioner. Mr. James then introduced the other new officers. On motion of John D. Spencer, dean of Utah life men and a veteran of the New York Life, it was decided to amend the rules of the association so as to give each member of the association a full vote. Heretofore voting has been by company representation. Only six voted against the amendment.

The principal speaker was Chas. S. Beebe, Mutual Benefit. Mr. Beebe gave an able address on the processes of selling. He spoke on the approach and said that one cannot sell life insurance as he would sell merchandise. He said that a blacksmith takes a piece of iron and tempers it to his needs, and he contended that the salesman must take a prospect and handle him in a similar way.

\* \* \*

Cleveland, O.—Emmet C. May, president of the Peoria Life, will address the meeting of the Cleveland association Sept. 21. The meeting will be held in the Statler hotel. Mr. May is a forceful speaker and is the author of a number of books on life insurance. He is in charge of agency organization for his company and, therefore, is fully conversant with field problems. He is active in the American Life Convention, the Life Agency Officers' Association, the Association of Life Insurance Presidents, and has served as chairman of the

legal section of the American Life Convention.

\* \* \*

BALTIMORE.—Friend L. Wells was reelected president of the Baltimore association at its annual meeting. Other officers elected were: Charles C. Claiborn, vice-president; George S. Robertson, secretary-treasurer; F. G. Lieberman, Fred L. Mason, Jr., Henry H. McBratney, George A. Myer, A. W. Peake and Arthur E. Warner, board of directors.

\* \* \*

San Francisco.—The first meeting of the new officers and executive committee of the San Francisco association was held on Sept. 11 to discuss plans for the first meeting which will be held this month following the summer vacation. The committee of control for the award of the Heron Trophy, of which A. V. Bayley, Jr., of the Northwestern Mutual Life is chairman, met last week. Announcement of the recipient of this trophy will be made at the September meeting of the association.

\* \* \*

Kansas City, Mo.—Kansas City association held its first meeting of the fall Tuesday. President Richard T. Smith of the Travelers presided. William Fillmore Molloy, who is well known as Cold Turkey Molloy, the author of the "Pep-O-Logue," was the speaker.

\* \* \*

Massachusetts.—The Massachusetts association held its second annual meeting in Boston and discussed ways and means for advancement of the best interests of the business in Massachusetts. The following officers were elected: President, E. Clare Brock, Springfield; vice presi-

dent, George H. Spillane, Lowell; secretary-treasurer, John P. Muir, Boston. Every delegate of the five local associations included in the state body was present.

## MAN POWER IS NEEDED IN LIVE ORGANIZATION

(CONTINUED FROM PAGE 3)

to be a part of an enthusiastic organization, an organization in which the opportunity for cooperation, friendly competition and the exchange of ideas are outstanding features. I wish to illustrate the effect of this by the following story. I believe you will find in it a practical illustration of the effect of increased man power on your earning capacity.

### Effect of New Program

I turn to a specific case that comes to mind. For the sake of a name we will call the agent Bill. He was the star agent in a small organization of six men. The agency was producing about \$1,500,000 of business and he was unquestionably the leader, for he had held his place for the past four years; in fact, since his first year in the agency. His production was at what he thought was a good figure, \$325,000 per year. Of course he enjoyed the prestige of being the leader.

A man power program went into effect in that agency. Bill at first was not too enthusiastic about it. He thought it not wise to have too many men in the same field. Then Jim came into the agency. He came from behind the necktie counter of one of the better department stores of the city and strangely his contacts were among an entirely different circle of people than were Bill's. But magic also came with Jim, for there were other men added to the agency.

### Effect of Competition

There followed enthusiastic sales meetings and the stimulus of an occasional contest in which Bill took quite an active part for he was the first man of the agency and of some importance. He contributed many of his ideas to the newer men of lesser experience and they, of course, appealed to him for ideas, suggestions, and help. Bill soon found himself trying to show these recruits what he knew about life insurance and how he sold it. It made him stronger in his knowledge of his business. It gave him more power for he had to make good in the eyes of these youngsters who knew he was good.

### Production Increased

"Then another thing happened. Jim had a good month that left Bill behind. Then they ran neck and neck and Bill found it hard work to make up the slight gain that Jim had on him, but he was determined to be the leader and so he worked a few extra hours, saw a few more people, and fought a little harder in the presence of his prospect, with the result that he sold more business; in fact, that year his production jumped to \$460,000 and Jim had \$380,000. Bill could not let up. The next year he established a new mark for himself of one-half million and he has never fallen below that mark since. Now I ask you did not the man power program help Bill? Would he have had the same result if he had no one pushing him. A runner

usually needs a pace setter to break a record. Nothing makes for progress with us more than the desire to hold our own, to be the leader, to be on top. In an agency of little activity this stimulus is seldom found, but an agency and a company guided by a man power program gives you the benefit of this stimulus which unquestionably puts money in your pocket.

### Recruiting New Agents

"In your solicitation for life insurance, you often find the man who says he cannot buy your program because he is not permanently located or because he cannot make enough money to carry the insurance he wants. His future is not very bright or he finds himself on a blind alley job. Just ask him has he ever thought of the life insurance business as a life work and suggest that you would like to have him meet your general agent. Then report this to your general agent and let him do the rest. Then, again, when you see a man who seems to be a success but whom you think would make a greater success in the life insurance business, do the same thing and bring him and your general agent together. It may be the greatest thing in that fellow's life. You will get real strength and satisfaction out of knowing you had a share in his success. Many a life's career has been deflected and built on just such a chance introduction.

### Success Attracts Others

"Another way in which you can help your general agent and your company in this organization program is to show the clients whom you come in contact with that you are a success in the insurance business. I do not mean tell them you are a success but let them see you are a success from observation of your methods and your activity. Success always attracts others to your business, whereas failure never helps to build an agency organization. Therefore, one of your big jobs is first to make yourself an outstanding success in the business and that automatically helps your company in this man power program.

### Men Watch Successful Workers

"I know of a specific instance where five men entered the business of life insurance because they saw one of their friends a success in the business. If he had been a failure do you think the other five men would have entered the business?

"Being a cheerful helper to the new man will strengthen you. Try it. Take a new man with you on a case some time to show him how you do it and you will find yourself at your best, for it is human nature for us to want to do our best when we are being looked upon by another who thinks we are good. The experiment will prove a stimulus. It will help your new man and raise you in his estimation as well as strengthen yourself.

### What Man Power Means

"Let me review the following thoughts. First we are in a day of changing that demands organization and man power; second, we are in a world that is organization conscious; third, we must meet the new thought of the day and the new economic pressure of cost; fourth, organization and man power lessens sales resistance in your field; fifth, organization builds better trained agents that because of better training, become indispensable to the insuring public; sixth, organization adds stimulation to you personally that puts money into your pocket; seventh, you have a definite share in this organization program by making yourself a success in the business and bringing some new agent to your agency and finally this organization effort contributes inestimable values in our community because of the fact that it brings more men into the field spreading the benefits of the institution of life insurance."

## GENERAL AGENTS

If You Are Looking For A PERMANENT Connection  
With A PROGRESSIVE Company  
Write The Home Office For Your Copy  
Of The March Issue Of The SHIELD

This Publication Will Give You An Idea of The Company's Growth And Accomplishments  
Since Its Organization

If This Appeals To You, Our General Agency Contract  
For Openings In Ohio, Indiana, Illinois, Kentucky,  
Pennsylvania, West Virginia, Tennessee, Louisiana and  
District of Columbia

WILL SELL ITSELF

## THE FEDERAL UNION LIFE INSURANCE COMPANY

4 East Ninth Street, Cincinnati

FRANK M. PETERS, President and General Manager of Agencies

## Eureka-Maryland Assurance Co. OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

### STANDARD ORDINARY AND INDUSTRIAL POLICIES

J. N. WARFIELD, President  
J. BARRY MAHOOL, Vice-President

A. W. MEARS, Secretary  
DR. EDWARD NOVAK, Medical Director

## JUST WHAT YOU WANT

The best in Life and Casualty contracts.  
Liberal Commissions, Non-forfeitable Renewals.  
Leads and genuine co-operation.

This is the oldest Life, Health and Accident Company in the Northwest. Assets and surplus have been substantially increased by energetic new management.

## NORTH AMERICAN LIFE AND CASUALTY COMPANY

T. O. Berge, President

706-10 Plymouth Bldg., Minneapolis

P. G. Erickson, Secretary



## WASHINGTON GETS 1929 ASSOCIATION MEETING

(CONTINUED FROM PAGE 3)

ishment of a clearing house for insurance teachers, to meet the demand created by the installation of courses leading to the C. L. U. degree in many colleges and universities, and for the creation of an advisory council, to be composed of members of the local associations in each of the large cities where such a school is located.

### Regular Session Opens

The regular convention sessions opened Wednesday morning with an attendance which taxed the capacity of the main ballroom of the Book Cadillac hotel, where the meetings are being held. After an address of welcome by Edwin W. Baker of the Aetna Life, President of the Detroit Association of Life Underwriters, the convention was formally opened by Julian S. Myrick of New York, national president. Tributes were paid to the late Orville Thorp by J. Stanley Edwards of Denver and to the late Edward A. Woods by Dr. John A. Stevenson of Philadelphia.

### Afternoon Meeting

At the opening of the afternoon session James Elton Bragg of Philadelphia, secretary of the National Association and chairman of the program committee, gave the keynote address on the general theme of the convention, "leading the public to appreciate the proper place of life insurance in the economy of the home, the protection of business interests, the conservation of the estate, the completion of investment plans and the welfare of the nation."

## PENN MUTUAL AGENCY FORCE HEARS PLANS

(CONTINUED FROM PAGE 5)

increases prestige and urges on to increased effort. He urged all agents to aid in securing new men and to help them get started in the business. It was pointed out that success breeds success and this applies in this case. Mr. Johnson also cautioned that such development should be made to improve the general agency system and make such offices indispensable to the public. Otherwise there would always be danger of a turn to department store methods by reversion to branch offices.

### Prospecting Is Cornerstone

"Prospecting" was discussed by William A. Conway, home office representative in eastern territory. Mr. Conway said that prospecting is the foundation, the cornerstone and even the structure itself in life insurance. It is the only avenue to success and is vital to the agent. Prospecting methods were then analyzed by Mr. Conway. James A. Preston, also a home office representative, spoke on, "Why a Pennmutualist," his talk largely summing up the new program of the company. Nelson A. Hall of New York, brother of J. Elliott Hall and a member of that agency, gave a sales demonstration in selling the "life rate endowment" plan.

### Goodwill a Success Factor

Dorian Fleming, general agent at New Orleans, spoke on "goodwill," emphasizing that this is not necessarily built by or helped by goodfellowship. Mr. Fleming pointed out that an agent builds goodwill not only for himself, but for his general agent and his company. All three interests are inter-related and the goodwill of each, so vital a part of their success factor, is aided by each of the others. What the agent is and does largely gauges his goodwill and thus his future prospects. Mr. Fleming gave as the four fundamentals to goodwill building ability, integrity, efficiency and service. He pointed out that the agent of today has many advantages as compared with the past, though he has a much more complicated task.

Ralph G. Engelsman, a general agent

in New York, closed the morning session with his excellent talk on "positive selling." At the close of this session an ovation was given Dr. Harry Toulman, vice-president and medical director, who has just returned after an absence of two years due to illness.

The first afternoon was devoted to group sessions. The general agents and supervisors met with Hugh Hart and E. Paul Hutter. There a new manual on supervision was presented, one of the most comprehensive publications of this kind compiled. In it the combined efforts of Mr. Hart, Mr. Hutter, Mr. Coffin, such agency leaders as J. Elliott Hall, Alexander E. Patterson and countless others, brought together the most practical available material on supervision. And with its presentation, Mr. Hart inaugurated a program of intensive development to supplement the extensive development of recent months. He pointed out that the man-power campaign of recent months is now well under way and intensive cultivation and utilization of this material is now essential. This is a part of the company's new program, its educational department and new field assistants being for just this work. It was announced that a home office supervisors' school will be held in December.

### Patterson Leads Class

The other group sessions were given over to sales conferences, agency groups of different classes being separately assembled. The leaders of these groups were: Alexander E. Patterson, a Chicago general agent who is to become a New York general agent next month; J. William Clegg of the home office general agency, a past president of the National Association of Life Underwriters; James A. Preston, home office representative; William A. Conway, home office representative.

The Friday session was devoted to a practical demonstration of an agency meeting. It was "a morning in a Penn Mutual agency" and was directed by Vincent B. Coffin. Alexander E. Patterson was the general agent and Willis I. Blackwell of New York was the speaker. Complete details were carried out and it showed the operations of such a session in open forum.

### Banquet on Friday

The banquet was held Friday evening, with J. H. Jefferies, agency secretary, as toastmaster. Stewart Anderson, manager of the bureau of field service, spoke on the company's expansion program. He reviewed the transition period and joined the old and the new. Charles T. Evans, vice-president of the Home Life of Arkansas and an inimitable humorist, was the other speaker, entertaining the large agency gathering as he recently did the general agency meeting at Little Rock.

The convention was brought to a close Saturday morning, after an open forum "question-box." On the platform to answer the questions were: J. Elliott Hall, New York general agent; Dr. Harry Toulman, vice-president and medical director; Malcolm Adam, supervisor of applications and death claims; Vincent B. Coffin, educational director; Oliver H. Perrin, assistant actuary; Alexander E. Patterson, Chicago general agent; Ralph G. Engelsman, New York general agent; Stanford Wright, Boston general agent. The final "good-bye" was voiced by Hugh D. Hart, who summed up the thoughts of the three day session and launched the men on their new program.

### Transferred to New York

Edgar Webb, assistant agency manager of the Indiana branch of the Equitable Life of New York, has been transferred to the home office of the company. Mr. Webb has been with the Equitable for 14 years, except for two years in the war. In the last three years he has given special attention to instruction of new agents. Last year he was secretary of the Indianapolis Association of Life Underwriters, and now is a director of that body.



## — Prospects —

A great problem of all agents is "prospects and where to find them."

The Direct Mail Advertising Service of The Ohio National Life Insurance Co. helps the agent solve this problem.

Eight groups of letters are furnished agents covering the following insurance needs: Family Income, Old Age Income, Insurance for Employed Women, Juvenile Insurance, Education Insurance, Mortgage Insurance, General Coverage, Business Insurance.

The service is free to Ohio National agents.

Our record to date is six good prospects from each ten letters.

For information, write:

## The Ohio National Life Insurance Company

T. W. Appleby  
President

Cincinnati, Ohio

E. E. Kirkpatrick  
Sup't of Agencies

## LINK UP WITH THE LINCOLN

### Question:

Has The Lincoln National Life done all of its growing?

Answer: No! It is growing more rapidly than ever. It passed the mark of a half million in force in record time. It plans to do the same in passing the million mark.



## The LINCOLN NATIONAL LIFE INSURANCE COMPANY

"Its Name Indicates Its Character"

FORT WAYNE, INDIANA

More Than \$550,000,000 in Force

## OPPORTUNITY!

Desirable Territory Open for General Agencies.  
Liberal Contracts.

## THE CAPITOL LIFE Insurance Company

DENVER, COLORADO

## ALAMO LIFE INSURANCE COMPANY

Graham Dowdell, Pres.

A progressive up-to-date company with a program of expansion and growth.

All Texas is our field.

"The Fast Growing Company of the Southwest"

San Antonio, Texas

# AMERICAN LIFE INSURANCE CO.

## OFFICES

DALLAS, Home Office Building  
CHICAGO, 29 S. La Salle St.

Prompt Service From Both Offices  
Maximum Security to Treaty Holders

MORTON BIGGER  
Secretary

A. C. BIGGER  
President

C. W. SIMPSON  
Medical Director

BERT H. ZAHNER  
Chicago Manager

MERLIN OATES  
Actuary

## UP TO DATE 1928 OPPORTUNITIES FOR THE RIGHT MAN

1. Ordinary Life 5000 Special Contract.
2. Personal Life Monthly Income for rejected risks.
3. The best and most liberal sub-standard facilities.
4. Children's policies for Educational purposes from Age 1 day to 18 years.
5. Total and Permanent Disability Clauses.
6. Double Indemnity clauses, paying double the face of policy in case of accidental death.

These and many other new and unique features make  
"The Columbia" attractive to men.

Address: S. M. CROSS, President

**COLUMBIA LIFE**  
INSURANCE COMPANY  
Cincinnati, Ohio

## UNDERSTANDING - APPRECIATION

The commission figures in your contract may mean but little in dollars to you. A high commission, but with no cooperation, no appreciation of the Agent's problems, may mean a barren relationship.

A fair commission, good renewals, a full understanding, and the placing in your hands of the best devices for making your work effective—these are things that count.

**NATIONAL FIDELITY LIFE INSURANCE COMPANY**  
Home Office **Ralph H. Rice, President** Kansas City, Mo.

## ANOTHER FORWARD STEP

COMPLETELY REVISED  
POLICY FORMS

NEW OWNERSHIP,  
BENEFICIARY and  
ASSIGNMENT PROVISIONS

leave no doubt of the rights of the various parties who may have an interest in the policy.

A PLAIN ENGLISH POLICY  
that will particularly appeal to the conscientious life underwriter.  
Also a new LOW COST  
PREFERRED RISK POLICY  
Write for Information

**PHILADELPHIA LIFE  
INSURANCE COMPANY**  
111 North Broad Street  
PHILADELPHIA, PA.



IF YOU DON'T KNOW,

Look in

THE INSURANCE ALMANAC

\$3.00 per Copy

80 Maiden Lane  
New York, N. Y.

## CLAIM OFFICERS MEET TO DISCUSS PROBLEMS (CONTINUED FROM PAGE 9)

ments, can aid the business by seeing that funds disbursed are not immediately wasted by the beneficiary and are used to meet the need upon which the sale of the policy was based.

Tuesday session opened with the reading of the report of the executive committee by Chairman Harry Gallagher, Mutual Life. He reported the association stronger than ever before. Contacts and associations have increased the feeling of friendliness and helpfulness among members. President Graham's desire for increased membership has been gratified by the addition of 40 new member companies, through the capable membership committee with Wm. Dennis, chairman. The committee suggested that the number of the executive committee be increased to nine, three to be elected for three years, three for two years and three for one year. The association passed a resolution for the appointment of a committee to draft the proposed amendment and report at the next annual convention. The president named as the committee, David N. Case, chairman, Horace S. Bean and A. R. Chamberlain.

### William I. Morrow Speaks

Wm. I. Morrow, Aetna Life, discussed "Life Indemnity Claims Under Accident Policies." Under policies providing life indemnity, payments cause considerable concern to carrier, as well as claimsmen. It is important because liability runs for an indefinite period, because of the reserve requirements of insurance department and because the claimant has a special opportunity to advertise insurance in general and his carrier by name. The function of the claim-man is to bring the claim to a satisfactory and fair conclusion. Thoroughness in investigation is absolutely necessary. Questions to be determined are: Real cause of disability, was cause incurred after policy issued, is it complicated by any pre-existing disease, is medical proof clear, malingering, moral character of insured. In investigations there should be more joint action between companies. It is of benefit to honest claimant and to best interests of insurance business in general.

Samuel MacPeak, third deputy superintendent of insurance, New York, addressed the association on "The Present Day Loss Adjustments." Mr. MacPeak stated that Superintendent Beha believes the department was established for the sole purpose of safeguarding the interest of the public. The superintendent has a duty to assure both the policyholder and stockholder that any insurance corporation, which sells policies in this state, will be not merely solvent but financially sound, according to well recognized standards laid down by the legislature. His next important duty is to inculcate in the minds of policyholders the firm belief that upon the happening of events which they have paid to be protected against there will be swift and equitable collection of indemnity in accordance with the terms of the contract, without any quibbling, procrastination or harassment by the insurer. The insurance department maintains a complaint bureau where thousands of complaints are received and investigated each year.

Robert R. Harrold, Pacific Mutual Life, reported for the attorneys' and adjusters' committee. The Insurance Bar is satisfactory to the committee. Employment of local attorneys for investigations is increasing, as companies find that such attorneys have means of obtaining information not open to an adjuster.

Major Calvin Goddard, New York City, delivered an interesting and instructive, illustrated lecture on "Realistics." Insurance is interested because of the question where a man is found dead with a bullet in his head as to whether the cause of death was accident, murder or suicide. Major Goddard

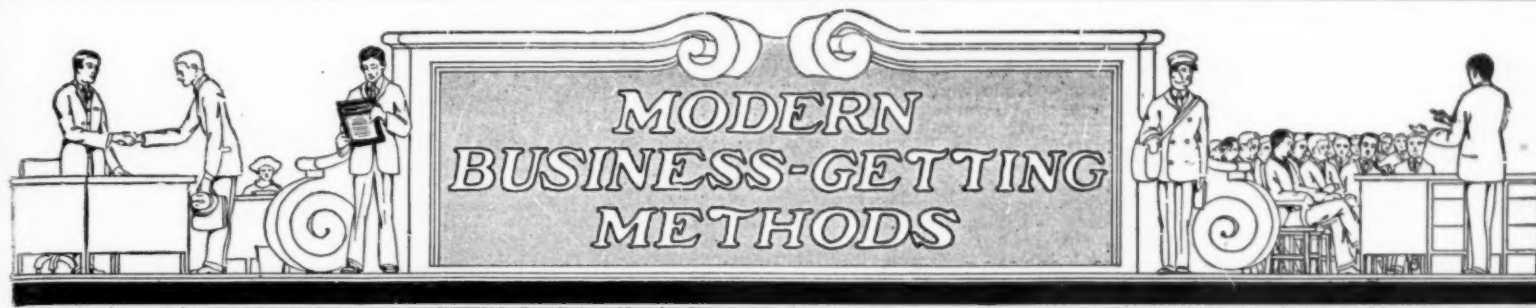
## Insurance Stock Quotations

CHARLES SINCERE & CO., of Chicago, the investment house, gives the following stock quotations for insurance companies:

Stock	Par	Bid	Asked	Div. per Share
Abr. Lincoln L.	20	40	...	6%
Aetna Cas.	100	1230	...	12
Aetna Fire	100	855	870	24
Aetna Life	100	890	905	12
Agricult. Fire	25	130	140	4
Alliance	10	85	90	2
Amer. Ali.	100	550	600	16
Amer. Auto.	10	550	600	2
Am. Cent. Life	100	...	...	8.00
Amer. Drug. F.	25	80	83	10%
Amer. Equit.	5	31	35	2
Amer. N. J.	5	29	30	1.00
Amer. Res.	10	88	95	2.20
Automobile	100	455	465	1%
Balt. Amer.	10	86	88	1.20&Ex
Bank. & Ship.	100	550	570	18
Boston	100	1200	1300	18
Brooklyn Fire	25	105	110	...
Buffalo	100	450	...	13
Camden	5	31	32	80
Carolina	10	67	69	1.40
Cent. Life, Ill.	20	45	55	1.60
Cent. States L.	5	21	...	.90
Cent. West Cas.	50	67	73	4%
Chgo. F. & M.	10	18	20	...
Chgo. Nat. Life	10	20	...	...
City of N. Y.	100	605	615	16
Col. Nat. Life	100	350	...	7
Coml. Cas.	10	50	55	2
Commonwealth	100	700	...	20
Conn. Genl. L.	100	1785	...	12&Ex
Conserv. Ind.	5	10	...	...
Cont. Life, Ill.	10	95	...	1.60
Cont. Life, Mo.	10	20	23	...
Cont. Cas.	10	71	74	1.60
Cont. Fire	10	84	86	2.00
Des. Mo. L. & A.	10	9	...	.30
Detroit F. & S.	50	68	73	4
Detroit Life	50	150	175	6
Detroit Nat. F.	25	19	22	4%
Farmers Nat. L.	5	22	25	10
Federal Life	10	...	...	...
Fidel. & Cas.	25	195	205	5&Ex
Fidel. & Den.	50	260	280	7&Ex
Fidel. Phenix	10	85	87	2
Fireman's Fd.	25	110	120	5%
Firemen's N. J.	...	48	50	2.20
Franklin Fire	25	400	410	8.00
Glens Falls	10	61	63	1.60&Ex
Globe & Rut.	100	2525	2575	44
Gr. Am. Indem.	10	78	81	...
Gr. Am. Fire	10	52	53	...
Great Lakes	10	11	13	...
Hanover Fire	10	84	86	10%
Harmonia Fire	10	79	81	1.40
Hartford Fire	100	855	865	20
Htfd. St. Boll.	100	780	800	16&Ex
Home Fire	100	604	610	20
Homestead F.	10	41	44	60c
Imp. & Export	25	85	95	4
Indep. Indem.	10	28	30	...
Indep. Fire	10	20	25	...
Ins. Co. N. A.	10	83	84	2&Ex
Ins. Secur. Co.	10	25	26	14%
Inter-South L.	1	5.65	5.75	.06
Kansas City L.	100	1100	1300	16
Life Co., Va.	100	820	850	18
Line. F. N. Y.	20	85	95	4.50
Line. Natl. L.	10	127	135	2.00
Lloyds Pl. Gl.	100	280	300	16.66
Manhattan L.	25	165	175	4.50&Ex
Met. Casualty	10	9	16	1
Metropol. Fire	10	48	52	1.60&Ex
Milw. Mech.	10	97	98 1/2	1.20
Mo. State Life	10	15	...	8
Montana Life	10	56	58	1.20
Natl. Cas.	100	1130	...	20&Ex
Natl. Liberty	5	108 1/2	102	20&Ex
New Brunswick	...	57	59	...
N. World Life	10	16	18	.80
N. Y. Cas.	25	90	95	4
Niagara Fire	25	135	142	10
Northern N. Y.	25	130	140	...
Northern St.	8	12	16	.64
N. Amer. Life	50	210	225	20%
N. W. Nat. F.	25	220	240	5%
Ohio Nat. Life	10	41	45	1.00
Old Colony L.	10	...	...	15%
Old Line Life	10	38	...	2.50
Pacific Fire	25	170	190	20
Pac. Mut.	100	96	98	35
Pan. Amer. L.	10	32	35	1.20
Peoples Nat. F.	10	61	63	1&Ex
Peoria Life	10	45	...	16%
Phoenix, Conn.	100	830	...	20
Postal Life	10	...	...	.50
Preferred Acci	100	525	575	23
Presid. F. & M.	25	29	...	...
Prov. Wash.	100	750	770	1&Ex
Reliance Fire	10	28	32	1.20
Security Life	10	12 1/2	15	.60
Shenandoah L.	10	32	36	.80
St. P. F. & M.	25	38	42	12%
Southern Sur.	10	39	41	12%
Springfield	25	205	215	4
Stuyvesant	100	290	305	6
Sun Life	100	1850	1950	25
Travelers	100	1590	1610	16
Tr. Cent. Life	20	40	...	1.20
Tr. S. Life	30	25	...	...
Tr. S. F. & C.	50	400	430	9&Ex
Tr. S. Fire	20	110	125	1.20
Westchester	10	95 1/2	97	9&Ex
Wisc. Nat. Life	10	18	...	8%

showed by illustrations that the bullet and pistol from which it was fired can be definitely determined, just as a man may be identified by finger prints.





## Knowledge of His Business Leads Any Life Insurance Field Man To Writing Larger Amounts of It

BY D. T. BLOXHAM  
Supervisor Field Service, The Travelers  
(An address to Franklin Life Agents)

THERE is no doubt that knowledge of one's business is essential to success. Trade magazines proclaim it, and our experience has proved that the man who knows and applies his knowledge makes the greatest headway. Lack of knowledge in insurance with the facilities available through correspondence courses, text books, and insurance journals is due entirely to shiftlessness. No one is too busy to study. It is unnecessary to go to school for this purpose; it can be done at home in spare time. The measure of a man is found in the use of his marginal time. One of the most successful insurance agents was asked the secret of his success and this was his reply: "This one thing I know—life insurance." His source of knowledge is available to all who assiduously pursue it.

It has been my observation that the territory has little to do with success

in our line. True, there may be many possibilities for large policies in the metropolis that are not available in the smaller town, but the small town agent can and does make up in the number of policies the amount made possible by large policies on a few. It is the man that gets results, not the territory.

### Work Is Only Secret of Success

I have observed that some men who possess good knowledge of their business and live in territories where other men are succeeding handsomely are often poor or mediocre producers. There must be another essential quality—what is it? Elbert Hubbard expressed it in one of his brilliant sayings: "The secret of success is this. There is no secret of success. Success is the result of the right mental attitude, and the right mental attitude will bring success in

everything we undertake." Roosevelt was once asked how it was possible for him to accomplish the things he did, and he made this reply, "I like my job."

Two ingredients in the mental storehouse of the successful salesman are conviction and enthusiasm. You can't run an engine on lukewarm water. You can't sell insurance without a downright belief in the merit of your proposition and without the spark of enthusiasm to move your prospect to action. Salesmanship has been defined as the ability to make the prospect feel exactly as you feel about the product you are attempting to sell him. What is your feeling relative to the goods you demonstrate? Are you absolutely convinced they are the best that it is possible to procure? If you are not, you are in the wrong company, if not the wrong business.

### Life Insurance Has But One Function

The agent who is selling guaranteed low cost life insurance has every reason to be convinced of the merit of his goods. What is life insurance for? Protection. Against what? Early and unexpected death. When? Whenever it may occur. Then if you had assurance that you would live 20 years, would you buy life insurance? No, except for the compulsory savings feature. Then if you buy

insurance today for protection of your family, your estate, your business, against death that may occur at any time, is it not logical to buy all you can possibly get on a permanent form for the amount you have available to invest?

There is nothing uncertain about life insurance except the time when it will become available in a death claim. No one has a mortgage on the future. No one has the right to gamble with money that belongs to his widow and his children. The purpose of life insurance is to guard against the uncertainties of the future, not to contribute to them.

### Insurance Deals With Law of Averages

It is entirely possible that the company to which are paid premiums from 25 to 35 percent more may have such a favorable mortality experience, enjoy such exceptional returns on its investments for a great many years and be so economically managed that should the policyholder live long enough he may have to lower net cost that he would had he purchased a policy in your company or in mine. The past has not shown any material advantage to the mutual policyholder. It is wholly reasonable to suppose the future will not. In insurance we deal in the law of averages. This same law must not be overlooked rela-

## A PROPHET SEES THE FUTURE PROFIT

The donkey who spent his days on a treadmill had this to console him on his endless grind—he was sure to eat regularly.

Even if he could be sure to eat his fill every day, which he isn't, the sub-agent finds little consolation in his treadmill existence. His human mind requires future provision assured beyond doubt.

### The General Agent Creates Future Wealth for Himself

Are you ready to graduate into the general agent class? If so, we offer you the chance to build your own business—a handsome current income and ever-increasing security for your own future.

Name Your Choice of Territory in the States of Texas, Oklahoma, Arkansas, Louisiana, and Write Us in Strict Confidence.

## LOUISIANA STATE LIFE Insurance Company

HOME OFFICE  
SHREVEPORT, LA.

IRA F. ARCHER  
Superintendent of Agencies

## 85 Years of Life Insurance Ideals and Service !

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in its field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

## The Mutual Life Insurance Co. of New York

DAVID F. HOUSTON  
President  
34 NASSAU STREET

GEORGE K. SARGENT  
2nd Vice-President and Manager of Agencies  
NEW YORK, N. Y.

### BIG OPPORTUNITIES IN TEXAS WITH

## GREAT REPUBLIC LIFE INSURANCE COMPANY

of LOS ANGELES, CAL.

This Company has attractive General Agency openings in Texas at Houston, San Antonio, Amarillo and other points in the States. Very attractive first year and renewal commissions and exceptional line of policies. If you have a satisfactory record of successful experience and are interested in building a profitable future with a progressive Western company, communicate immediately with W. H. Savage, Vice President, Great Republic Life Building, Los Angeles, Calif., who expects to visit Texas about May 1 and will arrange to see you personally.

W. H. SAVAGE, Vice-President  
Great Republic Life Building, 756 So. Spring Street  
Los Angeles, California

## ACTUARIES

### CALIFORNIA

#### C OATES & HERFURTH CONSULTING ACTUARIES

Barrett N. Coates 354 Pine St.  
Carl E. Herfurth San Francisco

### ILLINOIS

#### D ONALD F. CAMPBELL CONSULTING ACTUARY

180 N. La Salle St.  
Telephone State 7295  
CHICAGO, ILL.

#### H ENRY R. CORBETT

Actuary  
Specializing on Pension Funds  
175 W. Jackson Blvd. CHICAGO

#### L. A. GLOVER & CO.

Consulting Actuaries  
125 North Wells Street, Chicago  
Life Insurance Accountants  
Statisticians

### INDIANA

#### H AIGHT, DAVIS & HAIGHT, Inc. Consulting Actuaries

FRANK J. HAIGHT, President  
INDIANAPOLIS  
Omaha, Kansas City

#### H ARRY C. MARVIN

Consulting Actuary  
2185 North Meridian St.  
INDIANAPOLIS, INDIANA

### IOWA

#### E. L. MARSHALL CONSULTING ACTUARY

Hubbell Building  
DES MOINES, IOWA

### MISSOURI

#### J OHN E. HIGDON

ACTUARY  
224 Argyle Bldg., Kansas City, Mo.

### NEW YORK

#### M iles M. Dawson & Son

CONSULTING  
ACTUARIES  
38 W. 44th St. New York City

#### W oodward, Fondiller and Ryan Consulting Actuaries

Actuarial Service in all branches of Insurance and for Pension Funds—Examinations and Appraisals—Statistical Services and Installations—Companies and Associations managed under contract—Office Systems and Reorganizations—Insurance Accounting and Auditing.  
75 Fulton Street New York

### OKLAHOMA

#### T. J. McCOMB COUNSELOR AT LAW CONSULTING ACTUARY

Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.  
Colcord Bldg. OKLAHOMA CITY

tive to so-called dividend returns. You will be interested to know that according to the Travelers' experience observed a short time ago approximately 80 percent of deaths were within the first 20 years of the insurance period and that 32 percent were within five years. Is it businesslike, is it good sense, to cause a family to lose \$300 per unit of insurance so that the insured may personally save, should he live long enough, an insignificant percentage of his insurance cost? Has he any assurance that he will not be among those who die before 20 years have passed? Dividend insurance is not 100 percent insurance; it is about 75 percent insurance and 25 percent investment, and this investment carries no guarantee of a return of any kind and is therefore pure speculation. It is stock, not a bond. It is stock that has not had an untarnished past. It has been known to pass its dividends entirely.

The Travelers, the Franklin Life, are stock companies doing a legitimate business the same as banks, railroads, telegraph companies, or any other semi-public institution, operating under government supervision. Their rates are low, consistent with safety, and as one of our agents said at our recent convention, "If by economical management and lower cost of production than can possibly be shown by a mutual company, the stock company can make a fair margin of profit, what of it? Since when has it been necessary to apologize for making a profit."

#### Experience of Agent Is Given

I recently heard of a prospect who had been approached by an "estimated cost" agent. The agent evidently was a good salesman, because he got the man so enthusiastic about dividends that it was difficult for the agent offering guaranteed low cost life insurance to get a hearing. Finally the agent of the guaranteed low cost insurance obtained an interview, and after he had completed his talk, the prospect admitted he was interested in the policy.

The prospect offered to take \$5,000 of insurance on the guaranteed low cost plan, and \$5,000 of insurance under the plan which offered dividends. Instead the agent succeeded in getting the prospect to divide the amount of money he was going to spend in the purchase of life insurance. Half of the sum was used to buy \$5,000 of insurance on the dividend plan, and the remaining half obtained for the prospect about \$6,500 guaranteed low cost life insurance.

Less than a year after the insurance was taken, the man was killed. Within a few days the agent that had sold the guaranteed low cost life insurance de-

livered to the widow a check for about \$6,500.

Shortly afterward the widow called at the office of this agent. "There's something I can't understand about this insurance," she said. "My husband talked it over with me before he bought it, and I understood him to say that he was buying the same amount of insurance from two companies. A few days ago I got your check for \$6,500. Yesterday I got the other company's check for \$5,000." If the woman had called at the office of the other agent who had sold her husband the \$5,000 life insurance, perhaps he would have painted the attractive picture of the dividends that the husband might have received had he lived. All that the agent of the guaranteed low cost life insurance could do under the circumstances was to explain that the two policies had been written under different plans, and that if her husband lived, he might have received in dividends a sum equal to the difference of the value of the two policies.

After that one experience what agent would not continue to boost guaranteed low cost life insurance? For the widow's sake, how much better would it have been if her husband had bought all his life insurance on the guaranteed low cost plan. The \$1,500 that the widow obtained under such a plan was worth more to her than the estimated dividends that could have been paid to her husband had he lived 10 or 20 years longer.

In most cases the greatest need for life insurance exists in the earlier years of the policy. The children are young then. The policyholder's salary and savings account have not had the time to grow. The guaranteed low cost plan gives the policyholder more for his money at a time when he needs the added protection the most.

So much for conviction of the merit of guaranteed low cost life insurance. I don't care to pursue that thought further. There is a bigger aspect of the subject which gives conviction and enthusiasm to the insurance agent irrespective of the company he may represent, and that is appreciation of the significance of his job.

We who have been in the life insurance business in this decade should consider ourselves fortunate. It is a great thing to be in a great business—a permanent business. It is a greater thing to be in a great business for which one need make no apology. Such a business is the life insurance business.

It is my opinion that we as insurance men are doing a great work toward making a great nation, for we are stimulating those forces that go to make an individual great. What are they? Besides the religious influences, the value of which no thinking man disputes, they are, first, cooperation; second, the home; third, education; fourth, thrift; fifth, peace of mind. Let us look for a moment at our part in fostering these five great influences.

#### Insurance Teaches Men Cooperation

As members of the life insurance business, we are teaching men the value of cooperation. It is the foundation of the life insurance business.

I mentioned the home as a factor in the development of the nation. Back of every great life we expect to find and usually do find a great home and great home influences. This country needs more homes. I do not mean houses,

but homes in their real significance. The present cost of living, death and a prolonged disability of the breadwinner is a constant menace to the security of the home.

Let us not think of life insurance merely in terms of money. It is more than that. Life insurance payments are eaten, worn and lived in. We are selling settlements, not policies, and these settlements are food, clothes, shelter, life and health.

#### Agents Spread Education

We as insurance men are a real factor in stimulating the growth and spread of education. By the sale of endowment policies payable at college age, we help create a fund by which a college education is assured, and unlike any other savings plan, the principal desired is assured and kept intact even if the parents should not survive. The funds we collect and establish as reserves build good school houses, good roads leading to them and the settlement of death claims provides the means by which our children get a fair chance in life.

Another quality in the growth of a great nation is thrift. Our country needs to be taught thrift. If individuals are thrifty, we shall have a thrifty nation. Public sentiment will demand it. One of the greatest agencies for thrift is life insurance. Every policyholder has invested in the future of America. The settlement under a contract implies the stability of government. The creation of an estate makes for conservation. The billions of reserves of life insurance companies and the billions that we collect annually from policyholders contain stories of thrift that would fill volumes and involve not only the financial but the moral and political aspects of this nation's development as well.

We cannot claim that life insurance is the only source of loyalty and patriotism, but we can claim that it is one of the great economic and social forces of the nation whose influence is beyond calculation, for it makes for progress and prosperity, stability of citizenship and the happiness of all.

The greatest asset of a nation is a contented people. What is the greatest trouble with the world today? Unrest, dissatisfaction with conditions, discontent. What causes it? Worry over the uncertainties of life and the greatest worries in life are for the security of loved ones, fear of lingering disability, the loss of an income and old age spent in penury and disgrace. Life insurance furnishes a remedy for most of these.

After long ages and painful efforts to avoid the question, society has learned that we must be our brother's keeper. The tremendous spectacle of almost 60,000,000 people in America, each sharing the needs of the other to take care of his widow and his children, is one of the great accomplishments of modern life and is proof that we realize that we must be our brother's keeper for our own protection.

#### Lawrence House Is Promoted

Appointment of Lawrence H. House, home office cashier for the Aetna Life at 100 William Street, New York City, to take charge of the company's brokerage business at Boston, has been announced.

Mr. House began his insurance career in the home office mailing room. He progressed rapidly and after spending a number of years in the policy division, to the office of Shepard & Co., general agents at Hartford.

He was later appointed cashier at Columbus, O., which office he held until 1925, when he became cashier at 100 William Street. In 1927, when a home office unit was established in New York for the collection of premiums for the New York general agencies, the new department was placed in Mr. House's charge.

While attending to his duties at 100 William Street, Mr. House has found sufficient time to complete the New York University course in life insurance.

### WANTED

Supervisor  
Chicago Agency  
Salary & Commission

Address G-54 care The National Underwriter,

### A REAL OPPORTUNITY AT DAYTON, OHIO

Presents itself for a high grade producer and agency builder for the position of Manager. Write fully, in strictest confidence to the Agency Department, The Toledo Travelers Life Insurance Company, Toledo, Ohio.

### ARE YOU THE MAN?

A general agency for one of the old Massachusetts companies, located in middle western city, needs a man with insurance experience to act as Agency Supervisor. Salary and liberal overriding commissions on business produced by agents. Agency has \$7,000,000 in force. Company offers liberal low cost participating policies, including disability and double indemnity. State in first letter length of time in life insurance business, amount of yearly personal production last three years, experience in agency work and minimum salary you will consider. Replies will be treated in absolute confidence. This is fine opportunity for right man to get general agency experience and overriding commission on agents' production without capital or financial responsibility. Address G-55, care The National Underwriter.